ATTITUDES AND OPINIONS OF EX-NAVYMEN TOWARD THE UNITED STATES NAVY AND ITS PUBLIC RELATIONS PROGRAM

BY

JAMES FUGATE WENTZ

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CHAPTER I

INTRODUCTION

In October 1966, the Office of the Chief of Navy Information (CHINFO) initiated a program to enlist the active support of all ex-Navymen employed in civilian mass communication activities. The purpose of this program was to develop "a greater country-wide public awareness of the readiness, capabilities and continuing contribution in defense of the United States Navy, the United States Marine Corps and the Naval and Marine Corps Reserve."[1]

A nationwide effort was directed to obtain the names of naval reservists, ex-Navymen, and civilian proponents of the Navy who were employed in mass media occupations. Commanding Officers and Petty Officers-in-Charge of Naval and Marine Corps Training Centers and Facilities were assigned the task of gathering this information from their localities. Specifically, it was desired that the following occupations be surveyed: public relations, advertising, broadcasting, telecasting, editing, publishing, free-lance writing, and motion picture production.

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[1]Department of the Navy, Office of Information letter, serial 3217, dated October 10, 1966.

This same letter also requested the names of persons serving as Public Relations Officers for Naval Reserve units, regardless of their civilian occupations.

Eventually a list of over 1,500 names was assembled and was designated, for administrative purposes, List 60. A subsequent letter from CHINFO to the Commanding Officers and Petty Officers-in-Charge of the reserve units requested that additional effort be expended to increase the size of List 60. This letter also commented on the service that CHINFO would initiate to the addressees. "As names are provided they are added to CHINFO LIST #60 to receive DIRECTION magazine, items from NAVNEWS and such other materials as may be considered appropriate and helpful to them in telling the Navy and Marine Corps story in their communities."[2]

Direction magazine is a monthly CHINFO publication for Navy Public Affairs Officers around the world. It provides information on Navy public relations plans and programs along with recommended ideas for PR exploitation. Navnews is a monthly compilation of recent developments within the Navy and includes Vietnam combat items and human interest stories.

Composition of List 60 took on a diversified look

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[2]Department of the Navy, Office of Information letter, serial 527, dated February 24, 1967.

when CHINFO added the names of persons serving in reserve public relations positions, regardless of civilian occupation. Because reserve PR officers were included on the list, the survey sample for this thesis included persons not employed in civilian mass media occupations, but who had more than a casual interest in Navy public relations. However, this factor provided an added dimension and significance to this study because it permitted the comparison of media-employed personnel with white collar people.

Monthly mailings from CHINFO to List 60 provide a varied assortment of informational material to the addressees. A random selection of an informational package revealed the following material: a contact list of CHINFO branch offices, Direction magazine, an index to Navy Department speech bureau services, bi-monthly statistical summary of Navy and Marine Corps manpower, facilities and financial resources, a biography of the newly-appointed Chief of Naval Operations, a pamphlet on the U. S. Navy Memorial Museum, promotional material on recently published Navy-oriented works from the United States Naval Institute, an announcement concerning the Naval Institute's 1968 Essay Contest and a Government Printing Office publication offer.

Mailings from other months were observed to contain a Corsair II Attack Report, a Combat Art and Photograph collection, pamphlets entitled "The Expanding Scope of Sea Power," "You Can Help," and "The Navy Navigation Satellite

System," and a listing of Navy films cleared for public and television showing.

Success of the List 60 program was based on two assumptions that have become axioms in public relations:

1. People who really know us will tend to like us.

2. The more people know of our good work, the more concerned they will be about our continued existence.

In the context of the Navy public relations framework, these statements can be restated as follows:

1. Persons on List 60 know the Navy from personal experience and will therefore have a favorable impression of the service, its missions, and objectives.

2. Persons on List 60, because they are kept current on the problems and accomplishments within the Navy, will be more likely to support their former service.

Objectives of the Study

The research hypotheses tested in this study are:

1. The attitudes of persons on List 60 concerning their active duty Navy service relate positively to present attitudes toward the Navy.

2. Increased contacts with the Navy public relations program contribute to favorable attitudes toward the Navy.

In addition, this thesis attempts to determine:

3. How accurately the List 60 sample can assess public opinion.

4. If there is a need for the Navy to alter the number and means of contacts with persons on List 60.

Study Concepts.

Concepts involved in this research are:

1. Attitude.--Attitude is the mental evaluation that a person has toward an institution or program. An attitude has two properties--direction of favorability or unfavorability and degree of intensity. Either direction or intensity presumably can be measured on a continuum. For example, a response of "moderately agree" to a positively worded question about active duty service manifestly expresses a higher degree of favorability and intensity than "slightly agree." Agree is direction of favorability and moderately, vis-a-vis slightly, is the degree of intensity.

2. Contact.--Contact is the frequency of exposure of persons on List 60 to Navy public relations personnel or Navy information. It is measured by determining the number of times per month that a media representative communicates with Navy PR personnel or is exposed to Navy informational material. Contact is referred to as personal or impersonal. Personal contact is considered to be face-to-face or by telephone and impersonal contact is by mail.

3. Agreement.--Agreement is one of three concepts involved in measuring the ability of the respondents to

gauge public opinion. (See page 79 for definitions of these concepts by Chaffee and McLeod.) Agreement is the degree to which a person's opinion resembles true public opinion. Therefore, if a person's opinions were exactly the same as the majority of the general public's, he would have perfect agreement.

4. Congruency.--Congruency is the degree to which a person's opinion resembles what he believes the general public is thinking. A person who has perfect congruency would believe that his personal opinion is exactly what the general public thinks.

5. Accuracy.--Accuracy is the degree to which true public opinion is matched by a person's estimate of public opinion. That is, perfect accuracy is the ability to predict exactly what the general public believes.

A model of concepts 3, 4, and 5 is presented on page 79.

Previous Research

No previous study has been made of the attitudes and opinions of the List 60 group toward the Navy in general and its public relations effort in particular. However, other studies have been made of veterans' attitudes toward their former service and on attitudes toward an organization's public relations staff function.

In 1960, Bruce I. Staser, a University of Wisconsin

student, submitted a thesis entitled "A Survey of the Veteran Population at the University of Wisconsin to Determine Attitudes Toward Military Service Experience." In 1958, Don Gene Beran submitted a thesis at the University of Wisconsin on "Attitudes of an Extension Faculty Toward Its Public Relations Agency."

While the research methods of those studies are similar to this thesis, there are several differences. Stacer's respondents were veterans then attending college while this study will survey veterans now employed in civilian occupations. Beran's survey universe worked directly with and was being served directly by the public relations organization of the university, while this survey reports attitudes and opinions of former members of the parent organization. For that reason it may be expected that more candid and frank answers might be obtained since there is less social and occupational pressure on the respondents.

Finally, while it may be assumed that ex-Navy personnel will have favorable evaluations of their former service and will be inclined to support that service's role in national defense, no previous surveys have been taken of these presumed attitudes.

Survey of Literature

A survey of the List 60 program allows the researcher to investigate many theories formulated about mass

communications. The rationale for CHINFO establishing the program involves theories that have become guiding principles in the craft of public relations.

For example, by forwarding informational material to mass media representatives who were former members of the Navy, CHINFO hopes to keep interested and informed a special public that is probably influential within local communities and has some control of media outlet facilities. Therefore, the twin factors of media presentation and interpersonal influence are brought to bear on the general public for the benefit of the Navy.

Before reviewing the various sources that support these considerations, it is necessary to review how other researchers have defined the concepts used in this paper.

Definitions of the concept of attitude are as numerous as textbooks in psychology. Each author has his own definition. In 1967, Chester A. Insko assembled and published various definitions of the term. Of these definitions, Gordon Allport's 1935 description has withstood the passage of time and is in consonance with the term as defined in this thesis:

> An attitude is a mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.[3]

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[3]Chester A. Insko, Theories of Attitude Change (New York: Appleton-Century-Crofts, 1967), p. 2.

Insko also comments on the various theories advanced through the years concerning the relationship between attitudes and opinions. His view on the attitude-opinion concept advanced by Hovland, Janis, and Kelly seems particularly compatible with the views of this author and the research being presented in this paper:

> Hovland, Janis, and Kelly maintain that one of the main ways in which persuasive communications give rise to attitude change is through the production of a related opinion change. Opinions are beliefs such as interpretations, expectations, and anticipations. Attitudes are implicit responses oriented toward approaching or avoiding, reacting favorably or unfavorably toward an object or symbol. Both "opinion" and "attitude" are regarded as intervening variables between which there is a high degree of mutual interaction. According to Hovland, Janis, and Kelly, the most important interaction is the change in attitude that follows the change in opinion. A change in opinion about a politician's motives, for example, may result in a change of attitude toward the politician. Opinions, like other habits, tend to persist unless the individual undergoes some new learning experience. Exposure to a persuasive communication which induces the individual to accept a new opinion constitutes a learning experience in which a new habit is acquired.[4]

If CHIEMO's communications are persuasive, then it might be expected that the favorable opinions and attitudes of the List 60 universe will be reinforced and that unfavorable, or neutral, opinions and attitudes would be changed positively.

Various writers have commented on the concepts which the Navy uses as bases for the List 60 program.

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[4] Ibid., p. 12. Italics mine.

Cutlip and Center maintain that successful press relations are built on a foundation of service to the media representatives.[5] By monthly mail contacts with nationwide media, CHINFO is attempting to establish a channel of communication through which service can be provided to media employees.

Herbert F. Lionberger believes that the adoption of new ideas goes through five stages.[6] The first and second periods involve a person becoming aware and interested in an idea. Lionberger asserts that mass media play an important role in these processes. The third and fourth stages involve the individual evaluating and experimenting with the idea. The influence of opinion leaders and influentials supplant mass media in these areas. Finally, personal experience influences the adoption or rejection of the proposal.

Again, CHINFO would hope that the List 60 addressees would expose the Navy's programs to the American people through mass media facilities and that informed opinion leaders in the List 60 universe would follow up with interpersonal contacts such as speaking engagements and similar events.

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[5]Scott M. Cutlip and Allen H. Center, Effective Public Relations (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1964), p. 307.

[6]Herbert F. Lionberger, Adoption of New Ideas and Practices (Ames, Iowa: Iowa State University Press, 1960).

This filtering-down of information from the Navy to local opinion leaders and on to the general public would add the personal element that is so important to shaping favorable attitudes and opinions. This procedure is supported by various studies.

One such finding was reported by Public Opinion Surveys, Inc., of Princeton, New Jersey. It said that "the public bases its attitudes toward the military services more on reports from ex-servicemen than from any other source. The next most often mentioned source is personal experience in the service. The influence of the mass communications media appears to be of secondary importance."[7] Also, Katz and Lazarsfeld state, "The one source of influence that seemed to be far ahead of all others in determining the way people make up their minds was personal influence."[8]

CHINFO might also expect that List 60 people would be in a higher socio-economic level. Katz and Lazarsfeld concluded that "professional and business people, and people in upper white collar jobs are more heavily represented in the corps of influentials. Concentrations of public affairs opinion leaders are to be found in the upper

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[7] New York Times, January 1, 1956, p. 1, col. 1

[8] Elihu Katz and Paul F. Lazarsfeld, Personal Influence (New York: The Free Press of Glencoe, 1955), p. 32.

status categories."[9]

Ex-Navymen are a source of potential goodwill for their former service in their civilian communities. How favorably they speak about the Navy can carry considerable weight within their spheres of influence. Cutlip and Center say this about organizations such as the specialized List 60 grouping: "In the craft, these groups are labeled 'special publics.' One of the first chores in public relations is to identify and establish liaison with an organization's special publics."[10] The List 60 program is an attempt at liaison and communication with one such special public.

In addition, the Navy experience of this special public gives them a background that should make the CNLNMO informational material more meaningful. Lane and Sears assert that this is necessary for effective communication. "One of the things that will make a bit of information useful is familiarity with an appropriate . . . category to put it in; without that it may not be noticed, for it may not have much meaning."[11] Therefore, the combination of previous Navy experience and continuing communications with

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[9]Ibid., p. 234.

[10]Cutlip and Center, Effective Public Relations, p. 270.

[11]Robert E. Lane and David O. Sears, Public Opinion Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1964), p. 66.

the Navy might produce a climate of concern for the welfare of the addressee's former service.

However, the mere fact that a line of communication is established does not insure that productive results will be forthcoming. One study comments on this point:

> The principle behind all information campaigns is that the disseminated information will alter attitudes or conduct. It is naive to suppose that information always affects attitudes, or that it affects all attitudes equally. The . . . findings indicate clearly that those responsible for information campaigns cannot rely simply on "increasing the flow" to spread their information effectively. Psychological barriers . . . create real problems for those charged with the task of informing the public, and in many cases public opinion surveys offer the only means by which these problems can be recognized, and thereby overcome.[12]

Therefore, this study will provide the "public opinion survey" necessary to determine the effectiveness of CNMPO's information program. It is intended that, in the process, factors that contribute to productive communications and others that hinder the free flow of information and feedback will be identified and examined.

Finally, this thesis is intended to make some contribution to a need which Cutlip and Center refer to in their book:

> One of the sure signs of advancement in public relations toward the professional horizon is the increasing demand for research and increasing critical

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[12] Herbert H. Hyman and Paul B. Sheatsley, "Some Reasons Why Information Campaigns Fail," in Daniel Katz, et al, Public Opinion and Propaganda (New York: Henry Holt and Company, 1954), p. 523.

> self-examination of old theories. Research, simply put, is the act of searching for information--accurate, reliable, useful information--and organizing this information so that sound conclusions can be drawn. But, research as a method and as an attitude, does offer public relations rich rewards in achieving an understanding of the attitudes and opinions of those with whom practitioners seek communion and in evaluating communications with them.[13]

Factors Influencing the Survey

Immediately preceding and during the period when the questionnaire was in the hands of the respondents, various items appeared in the nation's mass media which may have had an influence on the attitudes of the sample. Surveys of a medium-sized, midwestern newspaper (Wisconsin State Journal, Madison, Wisconsin) and a nationally distributed newsmagazine (Time) revealed the following stories which had national appeal, as evidenced by the fact that they were carried by wire services. This list includes the date they appeared in print, the national news service handling the story, and a synopsis of the article:

--December 1, Time, under the title "The Navy" in The Nation section. More than one page, with photographs, was devoted to the alleged overzealousness of Lieutenant Commander Marcus Arnheiter in commanding the USS Vance off Vietnam. The article covered Arnheiter's defense and the

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[13] Cutlip and Center, Effective Public Relations, pp. 495-496.

supporting views of Captain Richard Alexander.

--January 5, Time, an article titled "Reporting: Under Military Control" in The Press section. A story, with photograph, accused Captain Walter Ellis, USN, of inhibiting the diplomatic and political reporting by civilian employees of the Armed Forces Radio and Television Service in Europe.

--January 7, United Press International (UPI), the U. S. presented Israel a $3.3 million bill for death benefits for 34 sailors killed aboard the USS Liberty during the June 1967 Arab-Israeli war.

--January 10, Associated Press (AP), Captain Richard Alexander is transferred from command of the demothballed battleship USS Iowa. The article associated Alexander's defense of Annapolis with loss of command.

--January 10, AP, Japanese students riot in Tokyo against the proposed visit of the nuclear aircraft carrier Enterprise to Sasebo, Japan. (This story and updates remained in the news during the ship's visit and until she departed Sasebo on January 24 in response to the USS Pueblo crisis.)

--January 17, AP, Navy patrol plane crashed in southwestern Japan killing 12.

--January 18, AP, a member of the Navy's precision flying team, the Blue Angels, died in the third fatal crash by Angel pilots in 13 months.

--January 19, Time, in an article, with photograph, titled "The Navy" in The Nation section, Captain Alexander's transfer from command of the New Jersey and his defense of Lieutenant Commander Arnheiter are related.

--January 24, AP and UPI, North Korea held the intelligence ship Pueblo and its crew captive after seizing the vessel at sea and ordering it into the port of Wonsan. (This story, with its associated sidelights, remained front-page news through the heaviest period of survey returns.)

--February 2, Time, a cover photograph of Commander Lloyd Bucher and in-depth coverage of the Pueblo incident are presented.

--February 7, AP and UPI, the destroyer Basche breaks up and is abandoned after running aground on the coast off Rhodes, Greece, in the Aegean sea.

Counterbalancing these negative items were stories on the combat exploits of the Navy in Vietnam and Navy features of local interest.

However, it is probably not reasonable to assume that these pro-Navy items had sufficient impact to completely negate the potentially unfavorable items which were given broad mass media distribution. Therefore, if anything, it could be argued that the events of the period would have a predominantly detrimental affect on any pro-Navy attitudes of the sample.

Geographic Areas Defined

Throughout this thesis there are references made to geographic areas of the United States. These areas are defined as follows:

1. East Coast.--The states of Maine, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Virginia, North and South Carolina, Georgia, and Florida.

2. Gulf Coast--Alabama, Louisiana, Mississippi, and Texas.

3. West Coast.--Alaska, Washington, Oregon, and California and Hawaii.

4. Inland.--All other continental states.

CHAPTER II

NAVY PUBLIC RELATIONS

The conduct of Navy public relations is prescribed within several basic guidance manuals.

First, however, it should be noted that public relations is referred to in the federal government as public affairs. The U. S. Navy Public Affairs Regulations state: "Public Affairs: The general term for the field. It includes all contacts with the public and the effect of these contacts on the Navy, evaluation of public opinion and consideration of it in formulating and administering Navy policies, dissemination of information to the public, and actions taken to promote understanding and good will between the Navy and the general public."[1]

The Navy PAO manual is the "Bible" for the conduct of Navy public relations. It is an adjunct to Navy Regulations and General Orders, the basic documents for providing direction to the entire Navy establishment. Navy Regulations' only reference to public relations is to caution all

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[1] U. S. Navy Public Affairs Regulations, Office of Information, Navy Department (Washington: Government Printing Office, with change one dated January 10, 1958), p. 1. Hereafter referred to as Navy PAO manual.

naval personnel concerning the disclosure of security information and to provide a system for Navymen to submit manuscripts to civilian publishers. The General Orders, likewise, are purposely written for relatively broad interpretation. Therefore, the PAO manual is, in practice, the sole source of specific public relations direction.

Supplementary PR guidance is periodically forwarded to Navy activities in the form of letters and memoranda. These forms of communications are usually intended for short-term or limited projects. The PAO manual is the stabilizing and long-term reference for Navy public relations, and applies to "every officer and enlisted man and every Navy civilian."[2]

Command and control of the Navy establishment is exercised from the President, as commander-in-chief of the armed forces, through the Secretary of Defense to the civilian Secretary of the Navy (SECNAV) and his uniformed subordinate, the Chief of Naval Operations (CNO).

Chief of Information

The Chief of Information (CHINFO) is the direct representative of SECNAV and CNO in the field of public relations. As such, he is "responsible for specific planning and implementation of all Department of the Navy public

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[2]Ibid., p. i.

affairs and internal information."[3] He is assisted by a staff organization--the Office of Information (also commonly referred to as CHINFO).

From the Office of Information, or CHINFO, public relations activities are directed and encouraged through a chain-of-command that includes "each officer who exercises command."[4] However, CHINFO has several key stateside organizations which are solely responsible for public relations matters. They are:

1. Naval District Public Affairs Offices in Boston, Mass.; Philadelphia, Pa.; Norfolk, Va.; Charleston, S. C.; New Orleans, La.; Great Lakes, Ill.; Seattle, Wash.; San Francisco and San Diego, Calif.; and Pearl Harbor, Hawaii. The entire geographic area of the United States is divided among these offices. These offices, which are under the supervision of the District Commandant, "coordinate public relations matters throughout the naval district and assure integrated public relations programs."[5] This would include the area Naval Reserve Training Centers and recruiting offices. Both of these commands are also responsible to other higher authority for the conduct of specialized PR activity such as recruitment of active duty and reserve personnel.

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[3] Ibid., p. 12.

[4] Ibid., p. 16a.

[5] Ibid., p. 17.

2. Fleet Home Town News Center (FHTNC). This organization "processes, edits and disseminates material (print, film, tape, etc.) furnished it by Navy commands."[6] It does not originate news material, but depends entirely on copy submitted by units in the field. It disseminates that material to media in the U. S., its territories and possessions, and Allied nations that have requested the service.

3. Navy Public Affairs Offices in New York, Chicago, and Los Angeles. One of the functions of these offices is maintaining close personal relationships with local television, radio, film, publishing, and advertising organizations. They also are charged with stimulating ideas for and interest in Navy-oriented programs, stories and features, providing advice on Navy cooperation to civilian media and organizations, maintaining a library of motion pictures for use by local television stations, and otherwise perform normal audio-visual functions at the local level.

4. Naval Reserve Public Affairs Companies. These reserve "public relations" units are located as follows:[7]

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[6] Ibid., p. 251.

[7] Commanding Officers, Naval Reserve Public Affairs Companies list, in possession of author.

East Coast - 5

Gulf Coast - 3

West Coast - 4

Inland - 18

The purpose of these units is to provide a reserve of skilled manpower in time of national emergency. Many of the NRPAC members are employed in civilian mass media occupations or have military experience in public relations billets. The companies assist CNINFO and the Naval District offices with maintaining media contacts and aiding with PR projects.'

Recruiting Reserve Units

There are two other nationwide Navy organizations, but CNINFO control over them is limited. They are:

1. Recruiting facilities. The Navy has 629 of these activities spread throughout the United States and Puerto Rico, Guam, and the Philippines.[8] They are located as follows:

East Coast - 212

Gulf Coast - 72

West Coast - 127

Inland - 215

Puerto Rico, Guam, Philippines - 3

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[8] U. S. Navy Recruiting Sub Station, Phoenix, Arizona, letter dated July 14, 1966, Subject: Directory of all Known Recruiting Stations in and outside the United States.

The main area headquarters for these recruiting units (Boston, Chicago, Los Angeles, etc.) have public relations advisors who coordinate recruiting PR activity in their locales. They are not, at this time, responsible to CHINFO for any Navy-wide PR activity on other than an ad hoc basis.

2. Naval Reserve facilities. There are a total of 492 authorized units for specialist and composite reserve training in the United States, Puerto Rico, and the Panama Canal Zone.[9] The specialist units include companies for public relations, law, dentistry, medicine, etc. The composite units are just as their name implies--composites of several Navy skills--surface and air operations and others. These units are situated as follows:

East Coast	- 205
Gulf Coast	- 45
West Coast	- 106
Inland	- 118
Overseas	- 7

Reserve units are charged with "continued promotion of public awareness, understanding, and support of the role of the Navy and Naval Reserve as an integral instrument of national policy. [They are also expected to] exploit

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[9] Bureau of Naval Personnel Instruction 5400.1M dated June 10, 1966, with Change One dated December 22, 1966, p. 2-S-1.

public affairs capabilities and talents in the Naval Reserve."[10]

Naval Reserve group commanders are to "ensure that an aggressive public information program (both internal and external) is maintained through effective liaison with . . . local . . . media representatives."[11]

In practice, with the exception of the specialist public relations companies, there is little nationally-coordinated public relations activity carried out by these naval reserve units.

Overall, the U. S. (as opposed to international) Navy PR program can be coordinated by CHINFO through the Fleet News Center, Naval Districts, Area Public Affairs Offices, and Naval Reserve Public Affairs Companies. However, it must be remembered that over 215 major naval activities are located in the continental United States[12] and are, to some extent, responsible to CHINFO for local and nationally-targetted public relations projects.

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[10] Commander Naval Reserve Training Command Notice 1001 of April 24, 1967, Subject: Objectives Naval Reserve Program FY 1968.

[11] Naval Reserve Training Command Instruction P5400.13 of August 21, 1963, paragraph 261, p. 2-8.

[12] Department of the Navy, Bi-Monthly Statistical Summary, NAVSO P-2431 of September 1967, p. 3.

Principles, Mission, Objectives

Any understanding of the Navy's public relations program must include an examination of its principles, mission, and objectives.[13]

The four basic principles of public affairs for the Department of Defense (and therefore the Navy) are:

1. In a democracy, the public has a right to be informed on the major issues of national defense policy so that there may be a consensus of confidence in the final decision. Mistakes and ineffective operations must also be honestly admitted.

2. It is essential to avoid disclosing information which is of use to potential enemies. It is equally important, however, to avoid overclassifying.

3. Any statement which may appear to the public to reflect official DOD views must be genuinely consistent with Department of Defense policy.

4. In public discussions, all officials of the Department of Defense should confine their remarks to Defense matters, e.g., foreign policy, a field reserved for the President and the Department of State, should be avoided.

Under these broad guidelines, the public relations

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[13]All material taken from the Navy PAO manual, pp. 1-2.

mission of the Navy is to inform the public and the naval service concerning:

1. The Navy as an instrument of national policy and security.

2. The operations of the Navy, as much as is compatible with military security.

3. The responsibilities and activities of naval personnel as United States citizens.

4. The Navy's contribution to international relations by maintaining the freedom of the high seas.

Basic public relations objectives of the Navy are:

1. To promote the public support and understanding of seapower in the nuclear age, the Navy's role in preserving U. S. security and fulfilling national objectives, requirements for highly-trained technicians, the need for an adequate, well-trained and well-equipped naval service, and the career advantages in the regular Navy and Naval Reserve. Also, to provide information and encourage support for the Navy's role in ocean sciences, other scientific research and its predominant role in nuclear propulsion.

2. To make the public aware of the importance and priority which the Soviets attach to developing seapower with which to gain supremacy of the seas.

Specific public relations objectives of the Navy are

referred to in the PAO manual as follows:

> Certain aspects and programs of the Navy are of greater public interest than others and/or require greater support from the public if they are to be effective. Some of these will be of a continuing nature; others are of short-term interest. Periodically, a priority list of these is compiled. It constitutes the specific public affairs objectives of the Navy.[14]

An annual Department of the Navy public relations plan is formulated and distributed to all naval activities. The rationale for this plan is explained as follows:

> In order to ensure a coordinated, well-developed public affairs program for the Navy . . . an overall Department of the Navy Public Affairs Plan . . . is developed annually, incorporating the public affairs plans of the Bureaus and Offices of the Navy Department. . . . Each annual plan contains public affairs missions, basic public affairs objectives, specific objectives, public affairs areas to be emphasized in the current year, delegation of prime responsibility in various areas and (supporting documents) containing amplifying material.[15]

Service Comparison

Little has been written about the relative merits of the armed services' PR programs. However, one researcher did ask Army generals located in Washington, D. C., to rank the services according to the skill with which they thought each service was fulfilling its PR functions.[16]

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[14] Ibid., p. 2.

[15] Ibid., pp. 2-3a.

[16] Sanford H. Winston, "The Generals and the Press" (Unpublished Master of Science thesis, University of Wisconsin, 1965), pp. 199-202.

Of the 96 generals who responded to the question, 42.7 per cent rated the Marine Corps first ("Every man in the Corps is a salesman and an advertisement for it."); the Air Force placed second with 30.0 per cent, and the Navy was rated third with 13.7 per cent. The Army was last with 8.6 per cent. Thus, these officers rated their own branch of the service worst, and the Navy not much better, in its public relations.

According to the officers, the secret of the Navy's comparative success in public relations was its willingness to speak out aggressively and decisively on matters affecting its future. A few called Navy information operations most effective because the Navy was backed by the Navy League, an organization "dominated by retired officers and members of the press."

CHAPTER III

PROCEDURE AND METHOD

The Questionnaire

The nationwide distribution of the List 60 addressees required that a mailed questionnaire be the means of gathering data. A questionnaire also permits economy of time and expense, eliminates interviewer bias, possibly gains in validity by assurance of anonymity, and permits greater care by the individual in making his responses.

The limitations of a mailed questionnaire were recognized. Besides the risks of self-selection bias due largely to non-response, there were also limitations imposed by the inability to ensure that all questions were completely understood and answered. In practice, it was evident that sections of the survey questionnaire were skipped because the respondent turned over too many pages while moving through the questionnaire.

The questionnaire was divided into the following parts:[1]

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[1]See Appendix A for the final format of the questionnaire, which is referred to in the following paragraphs by question numbers.

1. Demographic information was requested first. Questions 1 through 8 asked for occupation, title and general nature of the respondent's job, state in which he was employed, age, sex, proximity to naval facilities, active military service, and current military affiliation.

These questions were intended to establish the sample's background and serve as independent variables for the analysis.

2. The second section probed attitudes toward prior active duty experience and present attitudes toward the Navy and its public relations program.

Questions 9 through 11 and 19 provided the data necessary to measure the concept of Navy loyalty.

Respondents were asked to evaluate their attitudes toward active duty Navy service. Then they were asked to designate the armed service that they would enter if they had their active duty service to do over. In addition, they were asked to specify the armed service they would recommend to a close friend who was faced with an active duty obligation. Finally, the sample was asked to describe their reactions to a possible decrease in the Navy's role in national defense.

Question 9 provided space for an open-ended reply to the respondent's attitude toward active duty service. The first three favorable and unfavorable remarks were coded so that a critique could be presented to support the findings

of the general question.

3. Questions 12 through 18 measured the worth of the List 60 mailings by determining the interest in and usability of the material. It also measured the amount of selective exposure of the sample to Navy-oriented news stories.

Respondents were asked to evaluate their present attitudes toward the Navy's PR program. Then they were asked how they would have responded two years earlier (prior to the List 60 mailings). The retrospective attitude-change indicated by the responses to these questions was calculated and the amount of contact each respondent had with the Navy was determined.

Space for an open-ended response was provided to question 18 so that respondents could indicate exactly how they put to use the List 60 material. This provided verification of the basic question of whether the material was useful in the respondent's work.

4. Most "educated" public relations organizations are concerned about whether they annoy mass media representatives with too many contacts. On the other hand, they might wonder if perhaps not enough contacts are being provided to the media.

Questions 20 through 22 were included in the questionnaire to determine the amount and type of contacts that the List 60 respondents were being provided by the

Navy and the amount and type that they desired.

These questions were intended to establish the amount and type of contacts that fruitfully serve the Navy PR purpose. They were also designed to establish a point where too many contacts have a counter-productive effect and are considered a nuisance, or that more are needed in some cases.

5. "How accurately can the List 60 sample assess or reflect public opinion?" Questions 23 and 24 were meant to provide the information necessary to determine if a List 60 sample, or sub-sample, might be used in the future as a "public opinion panel."

One question asked the respondents to rank eight occupations in the order that they personally respected people working in those occupations. The next question asked the sample to rank the same occupations in the order they thought a cross-section of American adults would rank them. The occupations included "officer in the Navy" and "enlisted man in the Navy."

The answers to those questions were needed so that a subsequent comparison could be made with the results of a Louis Harris and Associates survey on the same occupations. This information made possible the measurement of the concepts of agreement, congruency, and accuracy.

6. Finally, a wind-up open-ended question encouraged the respondents to express their opinions on any Navy

subject of their choosing.

The probe was stated in a manner meant to restrict their answers to remarks about the Navy in general, its public relations program and/or the survey questionnaire and purpose.

The Sample

A copy of the address listings for List 60, current as of November 1967, was used to select the sample for this study. The list contained 1,671 entries, some of which were merely the position of "Public Affairs Officer" at a designated reserve training unit or similar reserve facility. Other mailing designatees were various recruiting stations in the United States. Also, through the author's personal experience, some listings were known to be active duty personnel. The first step in constructing the survey sample was to eliminate all List 60 entries consisting of position titles only and all persons known or suspected to be on active duty.

These active duty personnel were added by CHINFO to the mailing list when they indicated a need and possible media outlet for the material contained in the monthly mailings. Although this procedure "mined" the composition of List 60, it was considered by CHINFO to be the most efficient means for distributing the material.

Many of the names on List 60 were preceded by the former Navy rank of the individual or his present reserve

rank--making more difficult the task of eliminating active duty personnel. However, in those cases where a definite reserve status was indicated (such as the abbreviation USNR-R, meaning U. S. Naval Reserve-Ready) it was known that the individual was employed primarily in a civilian occupation and his name was kept in the survey pool.

After eliminating the persons not desired in the survey universe, a total of 1,446 names remained. It was determined that a sample of about 300 should provide an adequate response to make meaningful a cross-tabulational analysis. Therefore, it was decided that a systematic random sample of every fifth name would be used to draw the sample. A die was rolled to determine the entry point--four being the number. Thus, the fourth name on the "sanitized" list was selected and every fifth name thereafter was chosen. A sample of 289 names was selected.

Returns from this sample revealed that two selectees had been on continuous active duty and four had returned to active duty just prior to the mailing of the questionnaires. Therefore, only 283 questionnaires were directed to eligible respondents and that is the figure that is considered the sample size.

Response Rate

It was expected, due to the background, educational level, occupations, and general nature of the population,

that a high response rate would result.

Various steps were taken to help ensure a representative return.

1. A preliminary letter was sent in January from the Chief of Information's office to the complete List 60 population (see Appendix B). It informed the addressees about the purpose of the survey, informed them that a selected sample would soon receive the questionnaire and encouraged their cooperation. The time-lapse between receiving this initial notification and actual receipt of the questionnaire was about eight days.

2. The covering letter on the questionnaire summarized the contents of the CHIEFO letter and made a personal plea for cooperation (Appendix C). The final paragraph of this letter was underlined to lend added emphasis and attraction to that section. Each letter was personally signed.

3. A return envelope was enclosed and the return address was handwritten. This added a "personal" touch which may have increased the rate of response.

4. The size of the questionnaire was kept to a minimum consistent with obtaining only the vital information needed for the study. Nice-to-have, but unessential, questions were eliminated from rough-draft and pre-test questionnaires.

5. One follow-up postcard was mailed to the sample

reminding them of the survey and requesting that the questionnaires be returned promptly (Appendix D). An underlined portion of the postcard pointed out: Your return is the important one. The postcard mailing followed by four days the sending of the questionnaires.

The questionnaires were mailed on February 5 and the returns were discontinued on March 13, the period for returns covering six weeks.

In all, 227 returns were received from 283 eligible respondents--an 80.2 per cent return.

For the validity of the survey, it was important to get a fairly high return. The final response rate met the criterion for an acceptable and satisfactory survey return.

Concept Scales

The concept of Navy loyalty was subjected to two varieties of Guttman scaling and the effectiveness of the List 60 material was also Guttman scaled.

Navy loyalty was scaled on the basis of answers to questions 9, 10, 11, and 19. A scalogram was constructed based on a random sample of 50 cases. The response to each question was listed separately so a cut-off point allowing for the least amount of error could be determined.

Scores for maximum Navy loyalty were assigned in the cases where a respondent had a highly favorable active duty experience, would enter the Navy if he had his service to do over, would recommend the Navy to a friend, and strongly

opposed reducing aircraft carriers in peacetime. (These four items yield a Guttman scale with a reproducibility of .92, which exceeds Guttman's recommended minimum of .90

In a modified version of that scale, the question about active duty attitude was disregarded. This was done because some respondents indicated that their immaturity at the time of discharge was responsible for a less than "highly favorable" attitude toward Navy service. The remaining three questions required answers similar to the primary Guttman scale for a maximum Navy loyalty rating to be assigned. (Reproducibility of this Guttman scale is also .92.)

Concerning the effectiveness of List 60 material, 50 randomly selected returns were also used to construct a Guttman scalogram. In this case, however, scores for getting maximum use from the material was assigned to those respondents who indicated they were "very much" or "pretty much" informed about the Navy's combat achievements in Vietnam, and who had paid more attention to news stories about the Navy since receiving the CNLRO mailings (questions 15 and 17). For question 16, only an answer of "very much" informed about the Navy's role in national defense was acceptable for inclusion in the "maximum use" category. (Guttman scale reproducibility is .93.)

Each respondent's information levels, both before inauguration of the List 60 information program and since

its initiation, were measured using questions 13 and 14.

Numerical values of four to one were assigned to the responses of both questions. The highest score was assigned to the "very well informed" response of both questions with succeeding responses receiving decreasing values. Finally, the difference between the values of the two questions was calculated. For example, a respondent who was "not very well informed" (value-2) on question 13 (before the List 60 program) but answered "fairly well informed" (value-3) to question 14 (since the program) received a rating of "plus one."

Finally, the three concepts comprising a "public opinion index" were measured by determining:

1. Agreement: the numerical difference between each occupation ranking by the American public with those of the respondents, e.g., public ranking of a physician was first, respondent's ranking was second, scoring is "minus one." This procedure was repeated for each of the occupations and the total was subtracted from 100 to give an overall agreement ranking.

2. Congruency: the summed numerical difference (arrived at in the same manner as for agreement) between a respondent's personal ranking of the occupations and his estimate of the public's ranking.

3. Accuracy: the summed numerical difference (again, the same as above) between the public's actual ranking and

the respondent's estimate of the public's ranking.

Each concept was scored separately. Respondents scoring above 80 by this system were considered "superior." Scores between 70 and 78 were considered "average" and scores of 68 or less were "poor."

Concerning question 23, 192 respondents (84.6 per cent of the returns) gave their personal ranking of the eight occupations. However, 21 respondents (9.3 per cent) refused to answer the question by declaring they "judge people not occupations." Another six respondents (2.6 per cent) said they respect all occupations equally. By occupational category, white collar workers (91.3 per cent) were most agreeable to answering that question while public relations-advertising personnel (73.5 per cent) were most reluctant.

For question 24, the respondent's estimate of the public ranking of occupations, 18 of the persons who would not respond to question 23 agreed to estimate the public's ranking.

Significance Levels

For almost all of the comparisons presented in Chapter IV, the standard error of the difference between proportions is .03 or less. For simplicity in presentation of the results, differences greater than .10 are considered non-chance and are described and interpreted in the text. In some cases, where the Ns exceed 100 for both groups

being compared, even smaller differences are considered worth discussing.

CHAPTER IV

ANALYSIS OF FINDINGS

This chapter will provide the statistical findings of the research and a descriptive interpretation of the tables. Since this thesis deals with six areas of inquiry, this chapter is divided into sections appropriate to each interest.

Part A will report demographic information about the respondents. This is done to establish the composition, background, and general character of the sample. Simple frequency counts provide most of the percentage information for this section.

Part B will investigate the hypothesis that active duty attitudes are related positively to present attitudes toward the Navy. Cross tabulational analysis will begin in this section and continue throughout the remainder of the chapter.

Part C will report on the hypothesis that increased contacts with the Navy public relations program contribute to favorable attitudes toward the Navy.

Part D provides information on the amount of PR contacts that the sample has received from the Navy and the amount and type of contacts that they desire.

Part E presents information on the prediction-of-public-opinion capabilities of the sample. This section is concerned with how the respondents ranked occupations and how they thought a cross section of the general American public ranked the same occupations. These predictions are then categorized and scaled and compared with the actual results of a nationwide survey.

Finally, Part F presents general opinions of the sample on the Navy's public relations program.

Part A--Demographic Information

Item A1:

The overwhelming majority of the sample was male. Females numbered only five of 227 respondents.

Item A2:

Table I shows that over half the sample was 40 years of age or over. The largest single age category was in the 40-49 range.

TABLE I

AGES OF RESPONDENTS

Age	Percentage
29 or less	12.7%
30-39	27.3
40-49	33.8

Item A3:

About two-thirds of the sample is employed in civilian mass communications occupations, as shown in Table II. Included in the segment not employed in mass media are a college president, owner of a national job placement service, district judge, college professor, airline pilot, labor official, etc. Within the media categories, newspapermen and PR-advertising employees make up the largest portions.

TABLE II

RESPONDENTS' FIELDS OF EMPLOYMENT

Field	Percentage
Newspapers	19.4%
Television	4.4
Advertising	9.7
Public Relations	18.9
Radio	9.7
Free-lance writing	.9
Motion pictures	1.3
Publishing	.9
Other than mass media	34.8
	100.0%
	(N-227)

Item A4:

It can be seen in Table III that over one-third of the sample has an occupational position in the upper management level--city editor-Radio/TV local news director or higher. Another one-third is in non-mass media occupations and the remainder is employed in media "line" positions.

TABLE III

TITLE-GENERAL NATURE OF RESPONDENTS' JOBS*

Title	Percentage
Publisher-owner or equivalent	6.2%
Managing Editor-News Director-equivalent	15.4
City Editor-Local News Director-equivalent	18.5
Reporter	11.9
Advertising Manager	5.3
Rewriter-announcer	4.8
Other mass media positions**	3.1
Not employed in mass communications	34.8
	100.0% (N-227)

*Jobs in mass media occupations other than newspaper, radio, or television were converted to equivalent positions on this chart by evaluating the respondent's description of his duties.

**These include dark room technicians, transmitter engineers, advertising compositors, etc.

Item A5:

Table IV categorizes the respondents into general mass media occupations and "collar" designations. The white collar category has the most respondents with the public relations-advertising designation being the best represented media occupation. Blue collar personnel are a distant minority.

TABLE IV

OCCUPATIONAL CATEGORIES OF RESPONDENTS

Occupation	Percentage
Print media	21.6%
Electronic media*	15.4
Public relations-Advertising	28.6
White collar (non-mass media)	30.5
Blue collar (non-mass media)	3.9
	100.0% (N-227)

*Includes persons in the motion picture industry.

Item A6:

Each respondent, in Table V, is placed in a geographical category according to his employment location. The Inland States and the East Coast employed over two-thirds of the respondents. The Gulf Coast, as would be expected from its size, had the least number of respondents.

The cross section distribution of this project's sample compares closely to the total U. S. population, except that coastal states are slightly over-represented--as would be expected of an ex-Navy sample.

Item A7:

As can be seen in Table VI, almost nine of every 10 respondents had service in the Navy. A very small part of that total had service with the Navy and another armed force--the Army or Marine Corps. Some have had no active duty military service but were part of the Naval Reserve.

TABLE V

LOCATIONS OF RESPONDENTS' EMPLOYMENT

Area*	Percentage	U. S. Population Distribution[1]
East Coast	30.8%	30.0%
Gulf Coast	11.0	11.0
West Coast	18.5	13.5
Inland	38.8	45.5
Not ascertained	.9	---
	100.0% (N-227)	100.0% (N-200 million)

*See page 17 for a breakdown of each area into individual states.

TABLE VI

RESPONDENTS' ACTIVE DUTY SERVICE BRANCH

Branch	Percentage
Navy	87.2%
Army	3.5
Marine Corps	2.2
Air Force	1.8
Coast Guard	.9
No active military service	4.0
Not ascertained	.4
	100.0% (N-227)

[1]The World Almanac (New York: Newspaper Enterprise Association, 1967), pp. 321, 363-37[illegible].

Item A8:

Service prior to and during World War II was the dominant period of active duty experience for the respondents. The next highest category was during the relatively peaceful period between the end of the Korean War and the Vietnam involvement. Over half of the respondents served during a time when the United States was engaged in an armed conflict. It is also significant to note at this point that, except for a brief period during World War II, the Navy has been a volunteer service. Therefore, respondents who served in the Navy during a national emergency might have volunteered in order to avoid induction into another armed force.

TABLE VII

RESPONDENTS' ACTIVE DUTY PERIODS

Period	Percentage
Prior to or during World War II	35.7%
Between World War II and Korean War	4.4
Korean War	5.3
World War II and Korean War	11.4
Between 1954 and 1964	28.6
1965-1968	2.6
World War II through 20-year career	7.5
No military service	4.0
Not ascertained	.5
	100.0%
	(N=227)

Item A9:

Table VIII shows that over half the respondents have been away from active duty service for at least 11 years, with almost another one-fifth being in the six to ten year separated bracket. Another one-fifth has been separated less than five years.

TABLE VIII

YEARS SINCE RESPONDENTS SEPARATED FROM ACTIVE SERVICE

Years	Percentage
2 years or less	4.0%
3-5	15.4
6-10	18.5
11-20	22.9
21 or more	33.0
Not ascertained	6.2
	100.0% (N=227)

Item A10:

Over half the sample served in the Navy for longer than what is normally considered a maximum "one hitch" tour--four years. Table IX figures indicate that either the exigencies of wartime service or a desire for extended active duty required, or permitted, the majority of the respondents to serve beyond their minimum obligated time.

TABLE IX

RESPONDENTS' YEARS OF ACTIVE DUTY SERVICE

Years	Percentage
Less than 1 year	1.8%
1-3	35.1
4-6	39.6
7-10	7.7
11 or more	9.7
No military service	4.0
Not ascertained	2.1
	100.0% (N=227)

Item A11:

Table X shows that the vast majority of the respondents work within relatively easy commuting distance of some Navy activity. A Navy recruiting office is the nearest facility to most respondents , with a reserve training center being second. On the other hand, operational Navy bases are over 50 miles away for more than half the sample.

TABLE X

RESPONDENTS' PROXIMITY TO NAVY FACILITIES

	Activity		
Miles	Naval Reserve Training Center	Navy Recruiting Office	Operational Navy Facility
0-50	55.5%	75.3%	19.8%
51-100		17.2	23.7

Item A12:

Almost two-thirds of the respondents, according to Table XI, are active in the Naval Reserve, with the majority of that total being utilized primarily in non-public relations billets. The remainder of the Naval Reservists are assigned to duties directly involved with PA activities. Almost one-third of the sample has no current Navy affiliation.

TABLE XI

RESPONDENTS' CURRENT MILITARY AFFILIATION

Affiliation	Percentage
None	31.7%
Naval Reserve (PR billet)	19.4
Naval Reserve (Non-PR billet)	44.8
Other service affiliation	1.0
Not ascertained	3.1
	100.0% (N=237)

Item A13:

Finally, Table XII examines the sample by cross tabulating the sample's military affiliation with their civilian occupation.

Of those persons with no Naval Reserve affiliation, the electronic media has the largest representation. Reservists serving primarily in public relations billets

have their greatest representation in the PR-advertising category and white collar workers are in the majority among reservists serving in non-PR positions.

With regard to specific mass media jobs, an upper management position (managing editor along with its electronic media and PR-advertising equivalent) is best represented in the non-reserve category. Reporters made up the largest group in the reserve PR column and managing editors and equivalents are again tops in the reserve non-PR designation.

TABLE XII

MILITARY AFFILIATION BY CIVILIAN OCCUPATION

	Military Affiliation*		
Occupation	None	Naval Reserve (PR Billet)	Naval Reserve (Non-PR Billet)
Print media	35.7%	16.3%	40.0%
Electronic media	42.9	14.3	42.9
PR-advertising	32.3	27.7	35.4
White collar	20.3	18.8	56.5
Managing editor	42.9	17.1	40.0
City editor	31.0	26.2	35.7
Reporter	33.3	29.6	33.3
Not employed in mass media	30.5	16.7	59.0
Column (N)	(72)	(46)	(102)

*The rows do not total to 100% because the "not ascertained" category is not included in this table.

Post Pre-Navy Loyalty

Determination of loyalty to the Navy and investigation of the hypothesis that present attitudes toward the Navy correlate positively to active duty experience involved the asking of four questions--9, 10, 11, and 19 (see questions in Appendix A).

Item P1:

While the majority of respondents took a favorable attitude of their active duty experience back into civilian life, the white collar and PR-advertising categories were the most profound in this conviction. These two groups are above the total sample in Navy loyalty on all four items in Table XXXI. The electronic media respondents were the weakest in this regard. Overall, more than eight of ten respondents had a favorable attitude toward their Navy service.

Most respondents would reenter the Navy if they had their active duty service to do over again and most would recommend the Navy to a close friend who asked their advice on satisfying an active duty obligation. Some other respondents said that their recommendation would depend on the aptitude and desires of the friend.

Finally, the total sample gave its strongest endorsement to keeping Navy air power at a strong level even in peacetime.

TABLE XIII

LOYALTY TO NAVY BY OCCUPATIONAL CATEGORY

Criteria	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Total Sample
Percentage favorable to active duty experience	77.6%	71.4%	89.3%	91.3%	84.6%
Percentage who would reenter Navy	81.6	91.4	90.6	94.2	87.2
Percentage who would recommend Navy to friend	79.6	91.5	89.2	87.0	82.9
Percentage who favor keeping aircraft carriers in peacetime	87.8	80.0	92.2	89.5	88.1
Column (N)	(49)	(35)	(65)	(70)	(227)

Item B2:

Table XIV shows the first favorable comment made by the respondents about their active duty Navy service.

Enjoyment of Navy life and work, a sense of patriotism and regard for the friendships they made in the service headed the favorable remarks. Education in the service and the maturing effect of their Navy experience were other factors that respondents mentioned.

A random selection of questionnaires produced the following sample of favorable comments:

"Enjoyed service, found Navy interested in individuals; higher officers generally respected my abilities."

"This service left me with a special pride of having shared a unique heritage and a comradeship with the finest group of men this nation produced (WWII)."

"I enjoyed Navy life and the work and responsibilities."

"Promotions had been regular; assignments good; extraordinary respect for me as an individual."

"It was good experience and education for me and provided the opportunity to travel and go on my own."

Most respondents made more than one favorable comment; however, this table reflects only the first remark noted.

TABLE XIV

FAVORABLE COMMENTS ON ACTIVE NAVY SERVICE
(Percentage of individuals who listed the following as their first favorable comment)

First Favorable Comment	Percentage
Maturing experience.	6.2%
Education. Learned useful skill.	8.4
Enjoyed the life work. Patriotism. Liked shipmates.	38.3
Wartime--a necessary job.	2.6
Travel.	1.3
Developed good character attributes.	2.6
Good superiors. Fair treatment as an individual.	3.2
No remarks.	37.4
	100.0% (N-227)

Item B3:

Of the unfavorable comments made about the Navy, the most frequently mentioned was a dislike for sea duty and military life in general. Interruption of a civilian career was also mentioned. Equally distasteful to some of the sample was their perception of superior officers, lack of recognition, and the tasks to which they were assigned.

Table XV breaks down the total sample by unfavorable first comments.

Random selected comments were:

"I feel I was not given an opportunity to use all abilities."

"Railroaded out of the Navy by a clique of . . . officers afraid their own ineptitude would become even more widely known."

"Thought the 'fun' had gone out of the Navy."

"Nothing is ever perfect."

"Two years on a destroyer."

TABLE XV

UNFAVORABLE COMMENTS OF ACTIVE DUTY SAMPLE
(Percentage of individuals who listed the following as their first unfavorable comment)

First Unfavorable Comment	Percentage
Did not like sea duty/military life.	9.7%
Interrupted civilian career.	.9
Too many menial tasks.	.9
Promotion system.	4.4
Poor superiors. Lack of recognition.	4.4
Classification and assignment.	1.7
Regimentation.	78.0
No unfavorable comments.	
	100.0%
	(N=227)

Item B4:

Table XVI shows the results of a "primary" Guttman scale for Navy loyalty.

It was possible for a respondent to score a maximum of four points on this scale if he:

(1) had a "highly favorable" attitude toward his active duty experience,

(2) would reenter the Navy,

(3) would recommend the Navy to a friend, and

(4) "strongly disagreed" with reducing the number of aircraft carriers in peacetime.

Public relations-advertising personnel scored highest on this scale. White collar respondents were a close second when the two top levels were considered together.

More than two-thirds of the total sample answered at least three of the four questions in a manner which was rated on the scale.

Electronic and print media respondents were the weakest supporters of the Navy.

Item B5:

Table XVII presents the results of the Guttman scaling for Navy loyalty when the requirement for a "highly favorable" active duty attitude is dropped. Therefore, only the requirements for reentering the Navy, recommending the Navy to a friend, and strongly supporting aircraft carriers

TABLE XVI

PRIMARY GUTTMAN RATING SCALE FOR NAVY LOYALTY

Rating	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Total Sample
Answered* favorably 4 of 4	26.5%	25.7%	52.3%	43.5%	40.1%
Answered favorably 3 of 4	32.7	31.4	23.1	30.4	29.1
Answered 2, 1, or 0 of 4 favorably	28.5	37.2	20.0	14.4	22.5
Not ascertained	12.3	5.7	4.6	11.7	8.3
	100.0%	100.0%	100.0%	100.0%	100.0%
Column (N)	(49)	(35)	(65)	(70)	(227)

*Questions 9, 10, 11, and 19.

TABLE XVII

MODIFIED GUTTMAN RATING SCALE FOR NAVY LOYALTY

Rating	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Total Sample
Answered* favorably 3 of 3	46.9%	51.4%	66.2%	63.8%	59.5
Answered favorably 2 of 3	32.8	34.3	21.5	18.8	24.7
Answered 1 or 0 of 3 favorably	14.2	11.4	9.3	7.2	10.1
Not ascertained	6.1	2.9	3.0	10.2	5.7
	100.0%	100.0%	100.0%	100.0%	100.0%
Column (N)	(49)	(35)	(65)	(70)	(227)

*Questions 10, 11, and 19.

in peacetime were considered in this table.

Because some respondents indicated that their own immaturity at the time of discharge was responsible for a less than "highly favorable" attitude toward active Navy service, that item was disregarded in this "modified" Guttman scale.

Again, respondents in media work--print or electronic--were markedly less favorable to the Navy than were those in public relations, advertising, or other white collar jobs.

Item B6:

As might be expected, respondents with affiliation in the Naval Reserve gave questionnaire responses most favorable to the Navy (see Table XVIII). There are no significant differences between those in RR billets and other reservists.

Nevertheless, persons with no reserve affiliation have strong ties with the Navy. Over three-fourths of that group would re-enter the Navy, and would recommend the Navy to a friend and favor maintaining a strong carrier force.

TABLE XVIII

NAVY LOYALTY BY CURRENT NAVY AFFILIATION

Criteria	Navy Affiliation		
	None	Naval Reserve (PR-Billet)	Naval Reserve (Non-PR Billet)
Percentage favorable to active duty experience	76.4%	95.5%	89.2%
Percentage who would reenter Navy	80.6	95.5	95.1
Percentage who would recommend Navy to friend	80.6	88.6	87.3
Percentage favorable to keeping aircraft carriers in peacetime	79.2	93.1	92.1
Percentage rated higher (3 or 4 of 4) on Primary Guttman scale*	58.4	81.8	75.5
Percentage rated highest (3 of 3) on Modified Guttman scale**	48.6	68.2	67.6
Column (N)	(72)	(44)	(102)

*Questions 9, 10, 11, and 19.

**Questions 10, 11, and 19.

Item B7:

Maintenance of a strong aircraft carrier force has been the subject of continuing Navy public relations activity. Table XIX compares all the options available to the respondents in question 19 with their reserve affiliation.

There is some small support in the Naval Reserve for reducing in peacetime the number of aircraft carriers in service. However, the overwhelming majority of reservists favor keeping the carriers during peacetime.

Of special interest to Navy PR practitioners is the statistic that almost two-thirds of the persons with no reserve affiliation are strongly opposed to reducing the carrier force in peacetime. This figure, while lower than that for reservists in the sample, suggests a solid "civilian lobby" of ex-Navymen is represented on List 60.

Overall, more than eight of 10 in the non-affiliated group favor, to some degree, a strong peacetime Navy air capability.

TABLE XIX

FAVORABILITY TOWARD NAVY AIR POWER IN PEACETIME

Remarks	Navy Affiliation		
	None	Naval Reserve (PR-Billet)	Naval Reserve (Non-PR Billet)
Strongly oppose reduction of aircraft carriers in peacetime	63.9%	79.5%	78.4%
Moderately or slightly oppose	18.1	13.7	13.7
Slightly, moderately, or strongly support reduction of aircraft carriers in peacetime	18.0	6.8	7.9
	100.0%	100.0%	100.0%
Column (N)	(72)	(44)	(102)

Hypothesis Discussion.--Table XX summarizes the findings of this section by comparing the sample's present loyalty to the Navy by their attitudes toward their active duty service.

There is little difference between the two groups in whether they would reenter the Navy or recommend the Navy to a friend. More than eight of every 10 respondents would reenter their former service and would recommend the Navy to a friend. The differences by active duty service are in the expected direction, however.

The question about retention of aircraft carriers in peacetime produced more sharply divided expressions of attitude. The "highly favorable active duty" grouping was much more opposed to any slash in carrier forces than the "less than highly favorable" segment. However, almost two-thirds of the latter grouping still oppose a reduction of forces.

The Guttman rating scale based on the first three dependent variables shows that over two-thirds of the "highly favorable active duty" sample had attitudes that were considered extremely pro-Navy. That is, that portion of the sample would reenter the Navy, would recommend the Navy and would strongly oppose any cut in aircraft carrier forces. A significantly smaller percentage of those less favorable to their active duty experience also hold these present pro-Navy attitudes.

On the basis of this summary, the hypothesis that active duty attitudes relate positively to present attitudes toward the Navy is confirmed.

TABLE XX

NAVY LOYALTY VS. ATTITUDE TOWARD ACTIVE DUTY

	Attitude Toward Active Duty Service	
	Highly Favorable	Moderately Favorable or Less
Would reenter Navy	92%	85%
Would recommend Navy	88	80
Strongly oppose reduction of peace-time carrier force	90	63
Highly loyal to Navy, on the basis of above three items (Guttman scale)	70	48
Column (N)	(132)	(82)

Part C--Impact of List 60 Program

This section looks at the factors involved in influencing attitudes by increasing contacts. Pertinent questions were 12 through 18.

Item C1:

Table XXI compares the sample's self-described knowledge level about Navy matters before (retrospectively) and after the initiation of the List 60 informational program.

The percentage of persons who said they were "very well informed" doubled after inauguration of the List 60 program and persons who judged themselves "fairly well informed" also increased.

A small portion of the sample still considers itself not very well or not at all informed, but this group has been cut to one-fifth its pre-List 60 size.

TABLE XXI

KNOWLEDGE ABOUT NAVAL ACTIVITIES

	Informational Level	
Knowledge Level	Before CHINFO List 60 Program	After CHINFO List 60 Program
Very well informed	18.1%	37.0%
Fairly well informed	49.8	56.8
Not very well or not at all informed	29.5	5.3
Not ascertained	2.6	.9
	100.0%	100.0%
	N-227	

Item C2:

Almost half the respondents felt they were "pretty much" aware of the Navy's role in national defense because of the information received from CHINFO. A slightly lesser number felt the same way about the Navy's combat achievements in Vietnam. Table XXII summarizes the results of these investigations.

To determine if the List 60 program was increasing the respondents' awareness of Navy stories in mass media, one question (17) probed this area. Over half the respondents thought their awareness about Navy stories was more stimulated. A significant number wrote in the reply that they had always been aware of Navy news. Nevertheless, more respondents replied negatively to that question of selective awareness than to the others.

TABLE XXII

AWARENESS LEVEL CONCERNING NAVY ACTIVITIES

Awareness Level	Awareness Criteria		
	Navy Combat Stories from Vietnam	Navy's Role in National Defense	Aware of Mass Media Navy News
Very much	22.5%	27.7%	21.6%
Pretty much	45.8	49.8	30.4
Not very much or not at all	30.5	19.4	36.1
Always was aware	--	--	8.8
Not ascertained	2.2	3.1	3.1
	100.0% (N-227)	100.0% (N-227)	100.0% (N-227)

Item C3:

A Guttman scale was constructed to analyze the findings of questions 15-17, on the basis of a survey on 50 randomly selected returns. (See page 37 for details.)

All occupational categories were about equally influenced, at least for the highest Guttman ranking, by the CHINFO program. All categories compare closely with the total sample.

Overall, a substantial majority of all categories indicated they were influenced positively by the List 60 program.

The public relations-advertising occupation made the greatest use of the informational material in their jobs. The print media made the least use of the material. This suggests the use of materials sent through List 60 is primarily promotional, rather than informational, in its distribution to the general public.

Item C4:

Table XXIV lists the ways that respondents said they used the List 60 material.

Print and electronic media personnel did use the material to a limited extent in their publications and broadcasts. The PR-advertising people made equal use of the material in mass media, interpersonal conversations, and speaking engagements. White collar workers mostly found conversational uses for the material.

TABLE XXIII

EFFECT OF LIST 60 PROGRAM ON AWARENESS

Criteria	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Total Sample
Rated highest* (3 of 3) on Guttman scale	24.5%	28.6%	21.5%	20.3%	22.9%
Rated lower* (1 or 2 of 3) on Guttman scale	59.1	42.8	56.9	53.6	49.8
Used material in job	49.0	57.1	67.7	50.7	55.9
Column (N)	(49)	(35)	(65)	(70)	(227)

*Questions 15-17. See page 37 for an explanation of this Guttman scale.

TABLE XXIV

COMMENTS ON USE OF LIST 60 MATERIAL
(Percentage of individuals who listed the following as their first comment)

Use Employed	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Total Sample
Broadcast or publication	28.6%	28.6%	15.4%	2.9%	19.4%
Interpersonal conversations	8.2	14.3	16.9	21.7	21.6
Recruiting	---	---	3.1	5.8	6.2
Internal Navy communications	2.0	---	10.8	11.6	9.3
Speaking engagements	4.1	5.7	16.9	7.3	12.7
Column (N)	(49)	(35)	(65)	(70)	(227)

In all, mass media use and person-to-person and Navy communications were represented most often in the uses made of the List 60 material.

Item C5:

Table XXV consolidates the findings of the probes for this section and compares them with the sample's military affiliation.

All categories of affiliation were better informed by CHINFO's program, with reserve PR practitioners the most highly influenced group. They also scored highest in the Guttman rating, used the List 60 material more in their jobs, and got it more media exposure.

The non-affiliated persons were less educated by the program, are not particularly strong in the Guttman rating, and made considerable use of the material in their jobs. However, not many use the material for actual publication or broadcast. This suggests that the non-reserve group finds the material best suited for background information and interpersonal conversation.

TABLE XXV

LIST 60 EFFECTIVENESS BY MILITARY AFFILIATION

Effectiveness Index	Military Affiliation		
	None	Naval Reserve (PR Billet)	Naval Reserve (Non-PR Billet)
Very well informed *before* List 60 program	8.3%	22.7%	22.5%
Very well informed *after* List 60 program	23.6	54.5	39.2
Rates highest (3 of 3) in Guttman media rating*	11.1	43.2	24.5
Used List 60 material in job	40.3	81.8	55.9
Used List 60 material for publication or broadcast	13.9	31.8	11.8
Column (N)	(72)	(44)	(102)

*Questions 15-17.

Item C6:

Persons employed in upper management and line mass media positions were most educated by the List 60 program, according to Table XXVI. Within the communications industry, reporters showed the greatest information gain from the program.

Reporters also rated highest on the Guttman rating

and most often saw to it that the material was either published or broadcast. Middle managers such as city editors and local news directors said they found the material most useful in their jobs.

A large gain in information was reported by persons not employed in mass media positions and, as might be expected, that group was the least influential in gaining public exposure for the material.

TABLE XXVI

LIST 60 EFFECTIVENESS BY JOB TITLE

	Job Title			
Remarks	Man. Ed.	City Ed.	Reporter	Not In Mass Media
Very well informed *before* List 60 program	25.7%	19.0%	3.7%	19.2%
Very well informed *after* List 60 program	42.9	21.4	40.7	46.2
Rates highest (3 of 3) in Guttman media rating*	22.9	21.4	37.0	21.8
Used List 60 material in job	54.3	66.7	51.9	51.3
Used List 60 material for publication or broadcast	14.3	19.0	33.3	5.1
Column (N)	(35)	(42)	(27)	(78)

*Questions 15-17.

Hypothesis Discussion.--It was hypothesized that more frequent contact of the List 60 personnel with active duty naval personnel would result in a more favorable attitude toward the Navy. This was considered important because such attitudes would presumably result, in turn, in greater use of CHINFO materials in the person's professional mass media work. This would accomplish the main goal of the List 60 program, which is to gain greater public exposure, via mass communication, of the Navy's program and point of view.

Table XXVII indicates that frequent contact is indeed working to the Navy's advantage, but the process is not as straightforward as hypothesized. There is little difference due to frequency of contact, in the person's present loyalty to the Navy; in fact, those contacted less frequently are slightly more likely to be highly loyal to their former service. On the other hand, those contacted more frequently (by personal contacts by other naval personnel in addition to List 60 mailings) are slightly more likely to say they pay more attention to Navy news items than they did before the List 60 program was initiated.

The major differences are in actual use of CHINFO materials in mass media work. Those contacted more often by the Navy are significantly more likely to say they use

TABLE XXVII

EFFECTIVENESS OF LIST 60 MATERIAL
VS. FREQUENCY OF CONTACT

	Frequency of Contact with Naval Personnel by Mail, Telephone or Face-to-Face	
	Monthly	More than Monthly
High in present Navy loyalty	62%	55%
Pays more attention to Navy news stories than before List 60 program	53	56
CHINFO material has been helpful in job	48	62
Has used CHINFO material for broadcast, publication, or speaking engagements	24	35
Column (N)	(90)	(84)

CHINFO material in their jobs, and to use this material specifically in broadcast, publication, or public speaking engagements. Thus, although measures of "attitudes" alone suggests little or no impact of frequent contact, the main goal of gaining public exposure for the Navy is enhanced by more frequent contact. Thus, the hypothesis that contact is positively related to the basic aims of the List 60 program is supported.

Part D--Preference for Contacts

What types of contact do the respondents prefer and how often do they desire them? Questions 12, and 20 through 22 investigated these matters.

Item D1:

Table XXVIII indicates that, by job title, most position-holders prefer personal contacts to mail. Only a small portion of the respondents desire no contacts at all.

Face-to-face and telephone contacts are the most preferable types of contacts. Some respondents, especially reporters, said that any type of contact desired by the Navy would be acceptable to them. Finally, a portion of

the sample desired mail contacts only; this was especially common among those outside the communications industry.

Contact at least once a month was the preferred amount of contact. Managing editors and equivalents also often indicated that they could be contacted as often as the Navy desired.

Overall, almost eight of 10 respondents indicated a desire for personal contact at least once a month.

TABLE XXVIII

CONTACT PREFERENCE/AMOUNT BY JOB TITLE

Type/amounts of Contacts	Job Title: Man. Ed.	City Ed.	Reporter	Not In Mass Media	Total Sample
Face-to-face and/or telephone	40.0%	33.4%	25.9%	47.4%	59.0%
Mail only	17.1	14.3	14.8	23.1	22.5
Any or all means	34.3	35.7	40.7	17.9	26.4
Not at all	--	2.4	3.7	6.4	4.8
Contact at least once a month	71.4	73.9	74.0	89.7	78.9
Contact as often as Navy desires	20.0	9.5	3.7	1.3	6.2
Column (N)	(35)	(42)	(27)	(78)	(227)

Item D2:

The vast majority of the sample works within easy commuting distance of some Navy facility--reserve training center, recruiting office, or operational base. Table XXXIX

presents these findings.

Prior to the monthly mailing from CHINFO, persons not working in mass media positions had more contact with the Navy than media representatives. However, many of these white collar workers have reserve affiliation and had contact with active duty Navy personnel through that connection. Among the media, print employees had less Navy contacts than their electronic and PR-advertising colleagues.

All occupational categories desire considerably more personal contacts with the Navy than they are now receiving. In particular, the electronic media and white collar workers show the greatest desire for more monthly contacts.

TABLE XXIX

INDEX OF CONTACTS BY OCCUPATIONAL CATEGORY

Index	Occupational Category				
	Print Media	Elect. Media	PR-Adv.	White Collar	Tota Sam
Work less than 25 miles from some Navy facility	85.8%	97.2%	87.7%	95.6%	
Monthly contacts prior to List 60 program	42.8	54.2	61.5	63	
Present monthly contacts by telephone or face-to-face	24.5	37.2	36.9		
Face-to-face and/or telephone contact desired at least once a month	69.4	91.5	69.		
Column (n)	(49)	(35)	(65)		

Item D3:

The overwhelming majority of editors and reporters (or equivalents) work near a Navy activity, as Table XXX shows.

All positions in the mass media had about equal contacts with the Navy prior to the List 60 program. Reporters presently have less contacts with the Navy than editors and their electronic equivalents.

Those not employed in the media have fewer contacts and want more than do media personnel.

TABLE XXX

INDEX OF CONTACTS BY JOB TITLE

Index	Job Title			
	Man. Ed.	City Ed.	Reporter	Not in Mass Media
Work less than 25 miles from some Navy facility	85.6%	92.8%	92.5%	93.6%
Monthly contacts prior to List 60 program	57.1	57.2	55.5	62.7
Present monthly contacts by telephone or face-to-face	31.5	38.0	22.2	23.0
Face-to-face and/or telephone contact desired at least once a month	71.4	73.9	74.0	89.7
Column (N)	(35)	(42)	(27)	(78)

:em D4:

More Naval Reservists in public relations billets ork close to Navy facilities, but all categories of eserve affiliation are predominantly within commuting istance.

As would be expected, persons with no Naval Reserve affiliation had the least contact with the Navy prior to the List 60 program. This same group still has less personal contact with the Navy.

Table XXXI also shows that reservists in non-PR billets desire the most personal contacts.

TABLE XXXI

INDEX OF CONTACTS BY MILITARY AFFILIATION

	Military Affiliation		
Index	None	Naval Reserve (PR Billet)	Naval Reserve (Non-PR Billet)
Work less than 25 miles from some Navy facility	88.9%	97.7%	89.2%
Monthly contacts prior to List 60 program	40.3	63.6	64.8
Present monthly contacts by telephone or face-to-face	25.1	40.9	35.3
Face-to-face and/or telephone contact desired at least once a month	70.8	77.3	84.3
Column (N)	(72)	(44)	(102)

Item D5:

More respondents living in Gulf Coast states work some distance from a Navy facility, according to Table XXXII. In other areas of the United States, at least nine of 10 respondents are near a Navy activity.

Gulf Coasters also have had less contact with the Navy, and desire slightly more.

Inland, the respondents are presently getting more face-to-face and telephone contacts than the other geographic areas, which was not particularly true before the List 60 program. Thus one effect of List 60 may have been to penetrate areas far from the coastal centers of naval activity.

TABLE XXXII

INDEX OF CONTACTS BY STATE OF EMPLOYMENT

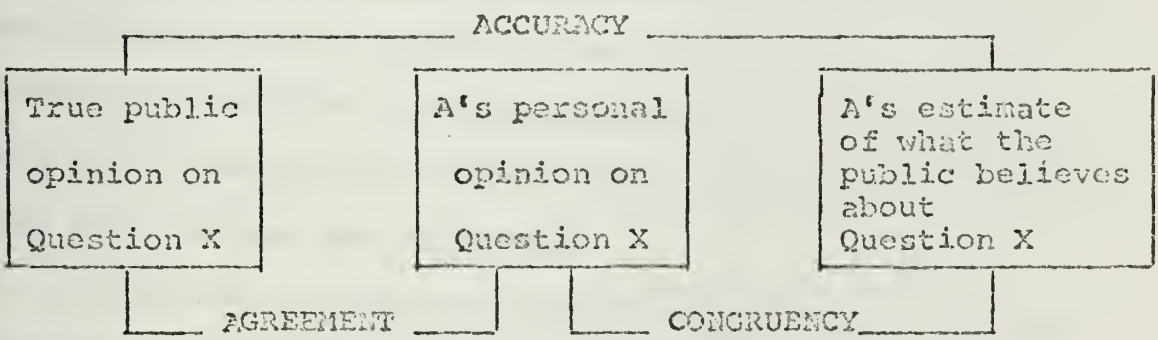
	State of Employment			
Index	East Coast	Gulf Coast	West Coast	Inland
Work less than 25 miles from some Navy facility	94.2%	80.0%	90.2%	90.9%
Monthly contacts prior to List 60 program	63.2	44.0	51.2	56.8
Present monthly contacts by telephone or face-to-face	26.5	16.0	36.6	42.1
Face-to-face and/or telephone contact desired at least once a month	82.4	84.0	73.1	77.3
Column (N)	(68)	(25)	(41)	(88)

Part E--Public Opinion Prediction

Questions 23 and 24 provided the information necessary to determine how closely the respondent's opinions resembled true public opinion and how accurately the sample could predict what the general American public thinks.

Three concepts are basic to this investigation. They are agreement, congruency, and accuracy. Chaffee and McLeod define these terms as follows:[2] Congruency is a perception by one person of a relation between his cognitions and the other person's. Agreement is the extent to which one person's evaluations resemble the other's. Accuracy is the extent to which one person's perception of the other's evaluations resembles the other's true valuations.

These concepts might be represented for this study as follows:



[2]Steven H. Chaffee and Jack M. McLeod, "Sensitization in Panel Design: A Coorientational Experiment," Journalism Quarterly, in press.

Item E1:

Table XXXIII indicates how closely the respondent's personal opinion and his estimate of public opinion actually resembled the results of a question asked by Louis Harris and Associates, Inc., in a nationwide 1965 survey. The rankings for the List 60 sample are based on median scores.

The Harris survey question asked the general public (N=2317) to rank order a list of occupations. The results of that probe and the rankings given by the respondents in this research are as follows.

The sample's personal opinions were the same as the Harris sample for the first (physician and minister/priest/rabbi) two and the last two (bookkeeper and radio-TV announcer) occupations on the list. The questionnaire respondents, however, rated Navy officers above public school teachers and Navy enlisted men above farmers; which was higher than the result of the Harris survey. This tendency to rate Navy occupations higher accounts for the only deviations of the List 60 sample from total agreement with the national Harris sample.

The List 60 sample's personal occupational ranking was more correct than its estimate of the public's ranking of the same occupations. While physicians, clergy, and teachers were correctly ranked at the top of the "estimated" list, all others were incorrectly ranked. Most of this

disagreement occurred because Navy personnel were not believed by the respondents to be held as high in public esteem as they actually were.

This suggests a tendency to "over-react" to a perceived dissimilarity. Judging that they are probably more favorable than most people to Naval personnel, these ex-Navy people tend to overestimate the degree of their disagreement with the general public.

TABLE XXXIII

RANKING OF OCCUPATIONS

Occupation	Actual Public Ranking*	Personal** Ranking By Respondents	Resp. Estimate of Public's Ranking***
Physician	1	1	1
Minister/Priest/ Rabbi	2	2	2
Public School Teacher	3	4	3
Navy Officer	4	3	5
Farmer	5	6	8
Navy Enlisted Man	6	5	7
Bookkeeper	7	7	6
Radio-TV Announcer	8	8	4
Column (N)	(2317)	(192)	(210)

*From Louis Harris and Associates, Inc., report number 1519 of June 1965.

**Determined by computing median scores of question 23.

***Determined by computing median scores of question 24.

tem E2:

Table XXXIV correlates the results of the public opinion probe with the age of respondents.

The rating scale used in this and subsequent tables is explained on page 38.

In agreement, the age bracket of 20 to 39 was superior. Older persons appear to have personal opinions most different from the general public's.

The 20-39 grouping was also higher in congruency. That means that they consider their personal views to be similar to those of the public. Older persons acknowledge, by their low score in this regard, that they believe their personal opinions to be quite different than the public's, as they are.

The "above 30" grouping was most accurate in estimating public opinion. Thus, the age group that is most different from the general public is also most perceptive in assessing what the public thinks.

Item E3:

The electronic media had personal opinions most different from actual results of the Harris survey, as shown in Table XXXV.

White collar workers had the most respondents who were rated superior in agreement, with print media second.

In congruency, again the white collar employees

TABLE XXXIV

PUBLIC OPINION INDEX BY AGE

Index	Age			
	20-29	30-39	40-49	50 and Above
Superior in agreement (above 80)	42.9%	43.5%	36.3%	30.0%
Average (70-78)	35.8	30.6	30.7	31.8
Poor (68 or less)	21.4	9.7	14.8	21.2
Superior in congruency (above 80)	39.2	38.3	34.1	25.9
Average (70-78)	35.7	17.8	18.2	31.8
Poor (68 or less)	21.4	24.2	28.4	23.6
Superior in accuracy (above 80)	35.8	48.4	52.3	46.7
Average (70-78)	53.6	37.1	29.5	38.2
Poor (68 or less)	7.2	6.4	11.4	6.6
Column (N)	(29)	(62)	(88)	(48)

were the highest rated occupational group. PR-advertising personnel thought that their personal opinions differed the most with true public opinion, with electronic media people also low in congruency.

PR-advertising people scored highest in accuracy, with white collar personnel a close second. The electronic people were weakest in their ability to predict public opinion.

These last findings suggest ways in which accurate assessments of public opinion are made. Those in electronic work probably contact a comparatively narrow range of people in their daily routine. By contrast, public relations and advertising specialists probably contact a wide variety of people, and are of course paid to be accurate estimators of public values.

Item E4:

Persons not employed in mass media and communications personnel in upper management positions have opinions most like the general public, according to Table XXXVI.

With regard to congruency, persons not in mass media believe their opinions to be most "normal" and reporters indicate that they believe their personal opinions to be least like the general public.

Reporters were weakest in accuracy as well. This pattern is in some respects alarming. The "workaday"

TABLE XXXV

PUBLIC OPINION INDEX BY OCCUPATIONAL CATEGORY

Index	Occupational Category			
	Print Media	Elect. Media	PR-Adv.	White Collar
Superior in agreement (above 80)	42.8%	14.4%	35.2%	47.8%
Average (70-78)	30.6	42.9	24.6	30.4
Poor (68 or less)	12.3	22.9	18.4	13.0
Superior in congruency (above 80)	36.7	28.6	23.1	49.1
Average (70-78)	26.5	28.5	20.0	18.8
Poor (68 or less)	20.4	17.1	35.3	23.1
Superior in accuracy (above 80)	42.8	40.0	55.4	49.2
Average (70-78)	42.9	34.3	26.2	40.5
Poor (68 or less)	8.2	22.9	10.8	7.2
Column (N)	(49)	(35)	(65)	(70)

TABLE XXXVI

PUBLIC OPINION INDEX BY JOB TITLE

Index	Job Title			
	Man. Ed.	City Ed.	Reporter	Not In Mass Media
Superior in agreement (above 80)	42.8%	33.3%	33.3%	46.2%
Average (70-78)	11.4	34.3	33.3	33.3
Poor (68 or less)	14.3	16.7	22.2	11.5
Superior in congruency (above 80)	28.6	35.7	25.9	46.1
Average (70-78)	22.9	23.8	25.9	21.8
Poor (68 or less)	17.1	21.4	37.0	21.8
Superior in accuracy (above 80)	54.3	50.1	40.7	47.5
Average (70-78)	20.0	35.7	44.4	41.0
Poor (68 or less)	8.6	9.5	7.4	7.7
Column (N)	(35)	(42)	(27)	(78)

reporters, who should be in rather close contact with a broad spectrum of society, seem to be most estranged in all three aspects of coorientation: they don't agree with the public, they know they don't agree, and yet they are the poorest at assessing public values.

Item E5:

Table XXXVII correlates the public opinion probe with military affiliation of the respondents.

There is little to choose among the affiliation categories, in agreement; all three are about equal.

Again, in the congruency sector, all affiliation categories are about equal in the differences between their personal opinions and those of the public.

In accuracy, the reserve PR personnel are clearly the most capable in predicting public opinion.

Item E6:

Table XXXVIII shows that persons living on the Gulf Coast scored highest in all three categories.

In agreement, the Gulf Coast residents had personal opinions similar to the general public. Inlanders, who had the largest number of respondents in this survey, had the second most similar opinions.

Gulf Coast respondents ranked highest in congruency, with West Coast residents lowest in that regard.

In accuracy, Gulf Coast personnel were followed in

TABLE XXXVII

PUBLIC OPINION INDEX BY MILITARY AFFILIATION

Index	Military Affiliation		
	None	Naval Reserve (PR Billet)	Naval Reserve (Non-PR Billet)
Superior in agreement (above 80)	34.8%	38.6%	38.3%
Average (70-78)	34.7	25.0	32.4
Poor (68 or less)	11.1	22.7	14.7
Superior in congruency (above 80)	32.0	38.5	35.2
Average (70-78)	27.8	15.9	22.5
Poor (68 or less)	19.4	21.8	25.5
Superior in accuracy (above 80)	43.1	61.4	46.1
Average (70-78)	34.8	29.6	41.2
Poor (68 or less)	12.5	4.6	4.9
Column (N)	(72)	(44)	(102)

order ranking by respondents from the West Coast, Inland, and the East Coast. Overall in accuracy, East Coasters were the weakest in predicting public opinion, and they were the only group that thought they agreed with the public more than they did. This suggests there may be a degree of insularity among the East Coast List 60 personnel. They are distorting perceived public opinion in the direction of their own opinions.

TABLE XXXVIII

PUBLIC OPINION INDEX BY STATE OF EMPLOYMENT

	State of Employment			
Index	East Coast	Gulf Coast	West Coast	Inland
Superior in agreement (above 80)	25.1%	52.0%	31.7%	45.4%
Average (70-78)	36.8	36.0	29.3	27.3
Poor (68 or less)	20.6	4.0	17.1	14.7
Superior in congruency (above 80)	32.3	48.0	29.2	37.5
Average (70-78)	23.5	24.0	19.5	21.6
Poor (68 or less)	25.0	20.0	29.3	26.2
Superior in accuracy (above 80)	41.3	60.0	56.2	47.7
Average (70-78)	36.8	40.0	29.3	35.2
Poor (68 or less)	14.7	--	7.3	6.8
Column (N)	(68)	(25)	(41)	(88)

Part F--General Opinions of Respondents

The final page of the questionnaire provided space for the respondent to comment on any subject of his choosing. Since this research paper is concerned with public relations, what follows is a randomly selected cross section of comments in that particular area. Comments having to do with retirement benefits, Naval Reserve matters and associated subjects were not considered appropriate for inclusion in this section.

No analysis was performed on these comments and they are presented only to give a rounded view of the respondents' opinions.

A 23 year old radio announcer in the mid-West had this to say about the List 60 program:

> Would like to note that receiving CHINFO's package for December in the middle of January, as just occurred, makes the material less than valuable. Several times there have been items I could have gotten on the air or in the paper had they arrived in time.

Another respondent, vice president of a storage and moving company in the mid-West, had this view of Navy public relations:

> Of all the various branches of service I feel the Navy is doing by far the best job in public relations in every manner. The Navy League is the largest and by a long ways the most active of the service oriented civilian organizations. This is because the high brass of the Navy recognize the value of having an informed civilian organization. Thus they cooperate in every manner with the Navy League and each cooperates to promote the good of the other. Also, the Navy seems to have better and more effective news releases. For example, Navy Day and the Marine Corps birthday always receive good publicity year after year.

A Washington, D. C., public relations man feels that the Navy would benefit from more contacts with the public:

> I feel that of the three services, the Navy's public affairs program is not reaching the public. They do too much talking to themselves. Also, you will find that very few Navy commands have continuous programs wherein public contact is made, nor do they even offer programs to local organizations.

Money problems were mentioned by a 39 year old Missouri union director who is a member of a Naval Reserve patrol squadron:

> I have worked closely with USNR PAO representatives in the Kansas City area and relationships with them are excellent. But, they are handicapped by limited funds. They could do a far better job for the Navy and its image if they were given more $.

Better PR planning would pay off for the Navy, asserts a radio news director in Michigan:

> I think the survey is a good idea. In fact, the Navy is so good at conducting boards of inquiry and investigations that they should do a thorough study of their public relations and information program. I think the Navy is not doing an adequate job of telling their story to the American people. A Navy office in Chicago has established an audio feed service for radio stations. The feeds, however, are always meaningless dribble and amateurish. On another subject, we recently had a visit of a high ranking flag officer in our area to present the Navy Cross to the parents of a Navy man killed in Vietnam. Yet, there was no advance man from the Navy to provide information, arrange interviews with the Admiral, and act as a liaison. It is only when the Navy adopts a spirit of cooperation (rather than defensiveness), reports the hard news (good or bad), and reports frankly to the people, that they will improve their image with the news media and thereby improve their image with the American people.

A retired Chief Petty Officer, formerly in Navy public relations, wrote over two pages of comments on the conduct of present-day Navy PR. He summed up his remarks

this way:

> In short, I think the Navy PR effort is all screwed up and is not likely to become unscrewed.

An assistant professor of journalism at an Oregon liberal arts college comments on his use of List 60 material:

> I feel a lot of the material CHINFO puts out is virtually useless because it cannot be adapted for local news media. Its only true value, in most cases, is serving as resource material for such things as speeches and occasional in-depth features.

A Georgia veteran of World War II and Korea wrote in general terms:

> The public relations program is doing a splendid job. I suggest careful weighing and evaluation of news releases concerning any accident or misfortune that may occur where our Navy is concerned.

The partner in a West Coast public relations firm had this to say about List 60 material and Navy public relations in general:

> It is my belief that CHINFO material is pretty good and should be of interest to Navy-oriented civilians. I've picked up several good ideas, particularly a couple of picture ideas. The guys in public relations are doing a good job and more power to them.

CHAPTER V

SUMMARY AND CONCLUSIONS

Summary

This study has produced the following profiles of the occupational categories of respondents.

Print media employees made up the third largest portion of the sample (21.6 per cent). They used the List 60 material least in their jobs and had the least amount of contact with active duty Navy personnel. In the public opinion probe, they were average--neither strong nor weak in the concept rankings of agreement, congruency and accuracy.

Electronic media personnel (15.4 per cent of the sample) were the group least favorable in their attitudes toward active Navy service. This occupational category was also ranked lowest in its overall loyalty to the Navy. It did, however, have the greatest desire for more PR contacts with the Navy. In the area of public opinion prediction, this media grouping had personal opinions most different from the results of the nationwide Harris survey, but they acknowledged their perception of this fact by scoring low in the congruency rating. Yet they were the least accurate.

Public relations and advertising people, overall, were the most pro-Navy in their attitudes, and constituted 28.6 per cent of those sampled. They used the List 60 material most in their jobs--usually for interpersonal conversations and speaking engagements. Also, they believed their personal opinions to be most different from those of the general public. In accurately predicting public opinion, this group received the highest ranking among the occupational categories.

White collar workers had the largest number of respondents in the sample (30.4 per cent). They had the most "highly favorable" attitudes toward their active duty service and also had the most contacts with active duty Navy personnel--through reserve affiliations. Their personal opinions were most like the general public's and they, in fact, believed their opinions to be most like the public's. In public opinion accuracy, they were a close second to the PR-advertising category.

By job titles, the mass media respondents showed the following characteristics.

Managing editors and equivalents were the most educated by the List 60 material. That is, they thought their knowledge level about Navy activities was most improved since receiving the monthly CHINFO mailings. This group prefers monthly personal contacts with Navy personnel and also expressed a willingness to meet as often as the

Navy desired. In public opinion prediction, this segment of the sample had personal opinions most like those of the general public and over half of this sample segment was superior in estimating public opinion.

City editors and equivalents found the List 60 material most useful in their jobs, but mostly for backgrounding purposes. They were enthusiastic in their desire for personal Navy contacts at least once a month. They were average in all aspects of the public opinion probe.

Reporters were highly educated by the List 60 material, although not as well as the managing editors. Being in news-producing positions, it is not unusual that this group got the CHINFO material the most mass exposure through publication and broadcast. In the area of public opinion prediction the reporters exhibited strange characteristics for a group that would be expected to "keep their fingers on the pulse of the public." Their personal opinions did not agree with the public, they perceived this fact, and were still poor at assessing true public opinion.

By military affiliation the sample divided along the following lines.

Persons with no Naval Reserve affiliation included many electronic media workers. Over 75 per cent of this group would reenter the Navy and would recommend the Navy to a friend. Over two-thirds support the retention of

aircraft carriers in peacetime. Most of them found the List 60 material useful for background information. This category of affiliation, as would be expected, had the least amount of contact with active duty Navy personnel and desired considerably more. In the rankings for public opinion agreement and congruency, they were equal to Naval Reservists, both not being particularly good in these aspects.

Naval Reserves in non-PR billets were mostly white collar workers. They rated high in all items of Navy loyalty--attitudes toward active duty service, reentering and recommending the Navy, and supporting Navy air power in peacetime.

Naval Reserves in PR billets were mostly civilian public relations-advertising workers. They were the most pro-Navy in their responses to the four items that measured Navy loyalty. Also, they were best informed by the List 60 material. It was in the area of public opinion estimation that this group showed a definite faculty. They were overwhelmingly superior to the other groups in accurately predicting how the general public actually ranked the eight occupations.

Conclusions

The data presented in this research paper support the hypothesis that attitudes toward active duty Navy

service correlate positively to present attitudes toward that service.

The concept of the CHINFO List 60 program has solid foundations in communication research. Ex-Navymen now employed in mass media positions are an influential, special public that can be of great value to the Navy's public relations program. However, it appears that List 60 has become diluted with persons not employed in civilian mass media occupations who have little public outlet for the informational material. This is not to say that these non-media persons should not be serviced with information material. On the contrary, many of these people are associated with Naval Reserve PR activities in some capacity and must be kept fully informed. But, the needs of these persons are different from those of a working media-man--whose job and reputation depend on producing newsworthy material for diversified publics.

It is suggested that, to be most effective, List 60 might be restricted to mass media personnel and that a separate informational program be continued for non-media addressees. Media people could then be a distinct "public" which could be provided with, as before, informational material along with timely media releases. Probably most important, they should be told, repeatedly if necessary, that their requests for assistance will be given prompt attention.

The data suggest that List 60 contains a large portion of media persons ready and willing to publicize the Navy. It appears that they need more definite direction in this endeavor.

The data indicate that increased contacts with the Navy PR program contribute to the basic purpose of the List 60 program.

It appears clear that the material contained in the CHINFO packages is being used more for background information than for actual publication and broadcast. The need for a well-informed public of influentials is acknowledged. However, eventually there is a point reached where this background knowledge should be diffused to a larger audience. A thorough review of the usefulness of its material might pay handsome dividends to CHINFO in the form of greater and more beneficial media exposure.

Finally, it would seem that the CHINFO program is too internally oriented. That is, too much time and effort is being expended on influencing Naval Reservists who are already being bombarded from many Navy sources. Perhaps more attention should be directed to non-reservists and, in general, all nationwide media facilities. While persons with ties to the Navy should not be neglected, some effort might be made to expand the scope of the Navy information

and assistance program. Thus, the experience gained from servicing the needs of the List 60 universe could be refined and expanded to a larger media public.

The evidence of this research paper suggests that more personal contacts are desired by all categories of respondents. While mail contacts are useful, the personal touch of face-to-face and telephone contacts are preferred.

In existence is a network of Navy activities that can provide personal contact with media representatives. It has been shown that almost all respondents work near a recruiting office, reserve training center or operational base. However, at present there is little overall direction being given to employing the active duty personnel at these locations in a coordinated media-contact program. When asked how often they were contacted by active duty Navy personnel, some respondents replied to the effect that "the recruiting people come around once in a while--when they want something." That situation could be altered if the recruiting personnel made monthly contacts with all media in their locales to, for example, deliver List 60 material in person and determine if any assistance could be rendered by the Navy's public relations organization.

In effect, this would put into operation a "grass-roots" public relations organization that would extend upwards from the recruiting-Naval Reserve level to the District and Area PAO offices and terminate in CHINFO.

Whether this type of system is feasible is a matter for further consideration. However, if the amount and type of contacts that media representatives prefer are to be provided by the Navy, some system must be devised to service this need.

On the matter of public opinion prediction, this thesis has presented the results of a nationwide exploratory study into that matter. Replication of that part of the study would be necessary for the development of confidence in its findings.

The data indicate that advertising and public relations oriented personnel are best able to gauge general public opinion. Further exploration into this matter might determine why "generalists" such as PR people are more sensitive to public opinion trends than print and electronic media personnel.

Trying to find a group of people who accurately reflect general public opinion is as difficult a task for mass communication researchers as finding a typical American community is for sociologists. However, with the importance of public opinion research increasing rapidly, the search will probably continue. It is hoped that the research findings contained in this thesis will contribute to the search.

Pragmatic Implications

This study has shown that the majority of the respondents desired increased contacts with their former service.

Implicit in this request for further contacts was the understanding that eventually they would be expected to perform some "service" for the betterment of the Navy. This "service" might be the publication of Navy news or just relatively limited rhetorical support for the Navy.

Since the sample requested increased contacts, this suggests that they will increasingly expose themselves to information which is congenial with their prior attitudes--in this case, favorability toward the Navy.

Also, it would appear that any information campaign must eventually evolve from the "soft sell" to the "hard sell." That is, the providing of informational material is fine for a period of time--to indoctrinate and orient the readers. However, eventually the audience must be given specific suggestions for putting their new-found knowledge to use. They can not be left to their own initiative to find uses for the material.

The "hard sell" part of the information program might include providing press releases and programming tips that publicize the message of the sponsoring organization. In addition, informational campaigns can use background material to whet the appetite of the audience, but it

eventually loses its effectiveness unless it is followed up with personal contacts. A combination of the two approaches (mailed material for background information and personal contacts to implement a publicity campaign) seems the ideal "mix."

Special publics such as media men and other influentials are constantly being besieged by representatives from all types of organizations for media space and personal support. This study has shown that the Navy has a sympathetic audience in the List 60 universe. How well the Navy utilizes this sympathetic group depends on the quality of service it provides and the "special" attention it pays to this group.

Public relations practitioners too often rely on the "shotgun" method to disseminate information about their firms or organizations to special and general publics. That is, publicity campaigns for heterogeneous audiences use informational material that is broadly written so that it is suitable for all audiences. This method does not take into account the influential special publics to whom specifically written information would have more personal meaning.

It would seem desirable that media men be a distinct and separate public to whom certain information is specifically aimed. The addition of suggested uses for the material and personal follow-up contacts would provide a

system for communications and feedback that might prove mutually rewarding for both the parent organization and its "alumni."

With regard to the amount of contacts that best serve the public relations purpose, that can best be determined by contacting each media representative and ascertaining his wishes in this matter. However, the PR employee cannot expect to be periodically welcomed in newsrooms unless he has some predetermined reason for being there. Keeping up contacts with little more than social chit-chat may soon be resented.

Persons on List 60 indicate that once a month contacts are preferable, or that they should be contacted at any time that the Navy thinks the contact will be worthwhile. The passing of CHINFO material to the media men or getting feedback from mailed packages are certainly reasons enough to arrange a monthly contact.

While it is commonly believed that PR news releases are viewed by media representatives as ploys for "free advertising space," there are reasons to believe that this is not the case where government agencies, free of politics, are concerned. The data in this paper suggest that organizations such as the Navy might find media men willing and able to provide continuing support to national defense organizations--especially if the newsmen are veterans.

In the area of public opinion prediction, this thesis has shown that Gulf Coast residents were the most proficient in accurately gauging how the American public ranked eight occupations. If subsequent studies were to show that Gulf Coasters had typical middle class American tastes in other areas, then consumer researchers and advertising-analyzers might look to the South for their data.

The Gulf Coast respondents also rated high in agreement and congruency, which indicates that they, in fact, have a "feel" for typical American tastes. This might be attributed to having the right combination of relatively cosmopolitan attitudes of East and West Coasters and the supposed provincialism of Inlanders.

Persons with experience in public relations were also shown to be proficient in predicting public opinion. Several theories can be advanced to explain why PR "generalists" are superior to their print and electronic media competitors. First, they are expected to take public opinion into account in the activities they initiate. Newsmen and radio-TV personnel mostly reflect the news and have relatively little need to consider public opinion. In fact, in some cases they perceive their function as molding public opinion. Also, public relations personnel are not normally involved in the frantic operation of producing a daily newspaper or broadcast and have the time

to consider public opinion in their activities.

For whatever the reasons, the fact remains that this thesis indicates that public relations-advertising employees are superior in correctly assessing general public opinion.

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APPENDIXES

APPENDIX A

NAVY PUBLIC COMMUNICATION SURVEY

Note. This questionnaire is entirely confidential. Your answers will be included in statistical analysis only; nothing you say here will be connected with your name and you will not be identified in any reports presenting the results. There is no need to put your name on the questionnaire. The success of this study depends on complete responses from everyone in the sample. Therefore, please answer every question frankly. When you finish, please check back to make sure you have answered every question.

1. In which of these fields do you primarily work?

   ___Newspaper ___Radio

   ___Television ___Free-lance writing

   ___Advertising ___Motion pictures

   ___Public Relations ___Publishing

   ___Other (please specify)_____

2. What is the title and general nature of your job?

   _____

3. In what state do you work?_____

4. What is your age?_____

5. What is your sex? Male___ Female___

6. About how far from your work are the following naval activities:

   Nearest Naval Reserve Training Center: _____ Miles

   Nearest Naval Recruiting Office: _____ Miles

   Nearest Naval base or facility: _____ Miles

7. Active Military Service. For each branch of the service, please list (by month and year) the periods in which you served on active duty.

Branch	From	To
U. S. Navy	_____	_____
Marine Corps	_____	_____
Other (specify)	_____	_____

8. Do you currently have any official affiliation with the Navy or any other military service? If so, what?

_____

9. When you last left military service, what general attitude toward your active duty experience would you say you carried back into civilian life?

___Highly favorable ___Slightly unfavorable

___Moderately favorable ___Moderately unfavorable

___Slightly favorable ___Highly unfavorable

Comments on the reasons for this attitude:_____

_____

10. If you had your service to do over again, which branch would you prefer to serve in?

_____
(Army, Navy, Marines, Air Force)

11. If a young man close to you asked your advice on satisfying his active duty obligation, which branch of the service would you most likely recommend?

_____
(Army, Navy, Marines, Air Force)

12. Before you began receiving periodic informational material from the Navy Office of Information (CHINFO), about how often per month were you contacted by active duty Navy personnel (including personal, telephone and mail contacts)?

___Never ___About once a month

___About once a year ___2-4 contacts a month

___A few times a year ___5 or more contacts a month

13. Before you began receiving the Office of Information material, how well informed would you say you were about current Naval activities?

___Very well informed ___Not very well informed

___Fairly well informed ___Not at all informed

14. How well informed would you say you are now about current Naval activities?

___Very well informed ___Not very well informed

___Fairly well informed ___Not at all informed

15. Do you feel you have been reasonably informed about the Navy's combat achievements in Viet Nam?

___Yes, very much ___No, not very much

___Yes, pretty much ___No, not at all

16. Has the Office of Information material you have received helped you better understand the Navy's role in national defense?

___Yes, very much ___No, not very much

___Yes, pretty much ___No, not at all

17. Since receiving the Office of Information mailings, have you paid more attention to news stories about the Navy than you did before?

___Yes, very much ___No, not very much

___Yes, pretty much ___No, not at all

18. During the past year, have there been any occasions when material from the Office of Information was helpful to you in your job? (For example, in writing something for broadcast or publication, making a point in a discussion, etc.).

___Yes ___No

If yes, please describe the circumstances:_____

_____

_____

19. Some civilian economists recommend that the Navy, in peacetime, should reduce the number of aircraft carriers in service and the U.S. should rely more on land-based Air Force aircraft for defense. What is your reaction to that proposal?

___Strongly agree ___Slightly disagree

___Moderately agree ___Moderately disagree

___Slightly agree ___Strongly disagree

20. Listed below are several ways in which Navy public affairs personnel might contact you. For each one, about how often are you contacted by active duty Navy public affairs representatives?

Type of contact	Never	Once a month	2-4 times a month	5 or more times month
a. Face-to-face talks	___	___	___	___
b. Telephone contact	___	___	___	___
c. By mail (include CHINFO mailings)	___	___	___	___

21. How do you prefer to be contacted by Navy public affairs personnel? (Check as many as you like.)

___Face-to-face ___By telephone

___By mail ___Not at all

___Other means of contact (please specify):_____

22. With regard to being contacted by Navy public affairs personnel, about how many contacts per month do you prefer?

___Never ___2-4 contacts a month

___About once a month ___5 or more contacts a month

23. Listed below (in alphabetical order) are 8 occupations. How much do you respect people in these occupations? Indicate the one you respect most by marking the number "1" by it; mark a "2" by the one you respect second most, and so on. Rank each of the 8 occupations, so that you will mark an "8" by the one you respect the least.

___Bookkeeper ___Navy Officer

___Farmer ___Physician

___Minister/Priest ___Public School Teacher

___Navy Enlisted Man ___Radio/TV Announcer

24. Your opinions are probably not the same as those of people with different backgrounds. How much would you say the general U. S. public respects these same 8 occupations? Again, rank them from 1 to 8, this time in the order you think a cross-section of American adults would rank them:

___Bookkeeper ___Navy Officer

___Farmer ___Physician

___Minister/Priest ___Public School Teacher

___Navy Enlisted Man ___Radio/TV Announcer

PLEASE MAKE SURE YOU HAVE ANSWERED EVERY QUESTION. PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED ENVELOPE. THANK YOU VERY MUCH.

The following space is provided for any comments you wish to make about the Navy in general, its public relations program, this survey, etc.

_____

_____

_____

_____

_____

_____

APPENDIX B

DEPARTMENT OF THE NAVY
Office of Information
Washington, D. C. 20350

11 January 1968

Dear Sir:

In early February a random sample of persons on this mailing list will be sent a questionnaire which will request opinions about various aspects concerning the Navy and its public affairs program.

The questionnaire is part of a university graduate research project by a Navy public affairs officer, Lieutenant Commander James E. Wentz. His research, however, will be of potential value to the Navy in developing more responsive media information programs.

There will be no "right" or "wrong" answers in the questionnaire. The only correct answers are those that accurately express your personal feelings. For ease of response, answers to most of the questions will be in check-off form.

I hope you will take a few minutes of your time to complete the questionnaire and return it to Lieutenant Commander Wentz. It will not be necessary to identify yourself in the survey since only the opinions expressed and not the identities of respondents are of significance to the study.

Sincerely,

R. S. JONES
Captain, U. S. Navy
Director, Manpower
Division

APPENDIX C

Lcdr. James E. Wentz, USN
1018 Stull Street
Sun Prairie, Wis. 53590
February 1, 1968

Dear Sir:

In the last mailing of informational material from the office of the Chief of Naval Information, there was a letter from Captain Robert S. Jones explaining the purpose of the enclosed questionnaire.

Briefly, that letter explained that I am a Navy officer presently working toward a master's degree in journalism. The enclosed questionnaire is part of a research project that I am conducting at the University of Wisconsin. In addition, the information gained from this survey will assist the Navy in making its media relations program as effective as possible. Hopefully, the results of this project will ultimately benefit the Navy, media representatives in the field and my own personal academic requirements.

The success of this project depends on each person completing the questionnaire and returning it in the enclosed envelope. Your help is sincerely desired and will be gratefully appreciated.

Cordially,

James E. Wentz

JEW/tw

APPENDIX D

5 February 1968

Dear Sir:

We are most anxious to have you complete and return the questionnaire "Navy Public Communications Survey" which was sent to you on 1 February. (If you have already mailed it, please disregard this postcard.)

Because of the sampling method used, it is necessary that we receive 100% cooperation for the survey results to be valid. Your return is the important one.

Please help us by returning the questionnaire as soon as possible. My mailing address is: 1018 Stull Street, Sun Prairie, Wisconsin 53590.

Sincerely,

James E. Wentz
LCDR, USN